

ANCHORAGE SCHOOL DISTRICT  
ANCHORAGE, ALASKA

ASD MEMORANDUM #97 (98-99)

October 26, 1998

TO: SCHOOL BOARD  
FROM: OFFICE OF THE SUPERINTENDENT  
SUBJECT: AWARD OF CONTRACT: COPIER SERVICES

RECOMMENDATION:

It is the Administration's recommendation that the School Board approve a five-year contract with two one-year renewal options at the District's discretion, to Xerox Corporation, Xerox Alaska, and Xerox Business Services for Districtwide copier services on a price per copy basis as shown on the Tabulation of Proposals (Attachment A) for an annual estimated price of \$856,640.

PERTINENT FACTS:

As specified in the Request for Proposals, the apparent successful proposer (Xerox) was requested to enter into negotiations in an attempt to clarify requirements and to achieve a more favorable contract for the District (Attachment D). These negotiations resulted in the following recommended contract agreement: In exchange for the School District's recommendation for award to a single contractor, a recommendation for a full five-year contract from date of contract award, and for the selection of a digital copier in the small convenience copier category, Xerox has agreed to lower its estimated annual price to \$856,640.

The copier services recommended for contract award are for high-speed copiers at all elementary, middle level, and high schools, as well as administrative departments throughout the District. Copier services include a small convenience digital copier for all elementary schools and any middle level or secondary schools or departments which desire an additional copier of this size and capability. The small digital convenience copier recommended for award will provide a pathway for the use of future technology and allows for greater flexibility. Through the use of a digital copier and its modular flexibility, optional features such as faxing, printing, etc. will allow for increased productivity in the future.

In June, the School Board directed the Administration to reissue the Request for Proposal using more clearly defined technical evaluation criteria with greater emphasis on price. This was accomplished as requested. A Request for Proposal format was used as best suiting the District's needs. Other government agencies such as the University of Alaska, Anchorage, Juneau School District, Portland Public Schools and Fairbanks North Star Borough School District have used a similar Request for Proposal format in the recent past. The Request for Proposal invited submission of competitive proposals to furnish copier services Districtwide. The successful contractor will furnish all equipment, maintenance, toner, developer, oil, staples, and any other necessary supplies. The Anchorage School District will furnish all paper to be used in the copiers.

Requests for Proposal were mailed to 18 prospective proposers. Three responsive proposals were received (Attachment E). After tallying all scores, the copier committee recommended award to Xerox Corporation and Xerox Business Services for Category VI, Proposal "DDD," "EEE," and "FFF" (price per copy basis).

- Categories I, II, and III, Proposals "A," "B," "C," "BB," "AAA" and "BBB" were for analog copiers; "AA," "CC," and "CCC" were for digital copiers with prices on a flat monthly rate with an unlimited number of copies.
- Categories IV, V, and VI, Proposals "D," "E," "F," "EE," "DDD," "EEE," were for analog copiers; "DD," "FF," and "FFF" were for digital copiers with prices on a per copy basis with a guaranteed minimum in the aggregate Districtwide.
- Categories VII, VIII, and IX, Proposals "G," "H," "I," "HH," "GGG," "HHH" were for analog copiers; Proposals "GG," "II," and "III" were for digital copiers on a monthly price basis with an allocated number of copies included and an excess copy charge above the allocated number of copies included in the monthly price.

Categories I, II, and III sought pricing for a flat monthly rate to include unlimited copies. Categories VII, VIII, and IX sought a monthly rate price with an excess copy charge above the allocated number of copies included in the monthly price. None of these categories was selected because the Request for Proposal stated award would be to the proposer with the highest total evaluation points. Category VI recommended for award, Proposal "DDD" is a high speed analog copier for elementary schools and other units as appropriate, with a multi-copy speed of 62 copies per minute. Proposal "EEE" is a high speed analog copier for middle level, high schools, various administrative locations with a multi-copy speed of either 92 or 100 copies per minute depending on the schools/units

choice of model proposed. Proposal “FFF” is a small convenience digital copier that has a copy speed of 20 copies per minute. The District users, as represented by the copier committee, were explicit in their desire to allow various sites a menu of options which permit each site to pick and choose the copier size and capabilities of the copier which best fits the unique requirements at each site. Each middle level and high school will have two high speed copiers and can elect to have a small convenience copier(s) based on their individual needs and budgets. Each elementary school will receive one high speed copier and one small convenience copier. Administrative units and special programs can choose a copier from either Proposal “DDD” or “EEE,” whichever best suits their needs. The copier committee was unanimous in its recommendation of Category VI, Proposal “DDD,” “EEE,” and “FFF.” Xerox received the highest total points in Categories IV, V, and VI. Category VI, although not the lowest price, was recommended for award because this category allows for a small convenience digital copier. The price for the small convenience analog copier in Category IV is .03 per copy. The price for the small convenience digital copier in Category VI is .045 per copy. This reflects a small increase in price, but allows the District to take advantage of this emerging technology and will lead to less downtime associated with digital copiers and a reduced need for additional hardware such as fax machines, scanners, and printers in the future.

Two of the copiers offered by Xerox, the 5100A and the 5892, are remanufactured copiers. The Xerox 5365FIN is a factory-produced new model and/or remanufactured. Remanufactured copiers undergo extensive refurbishing and the features, functions, and model number remain the same. Factory-produced new model is equipment that has been converted to new model status, adds new features, and is given a new serial number. All have the same guarantees as newly manufactured products. The digital copier, Xerox DC220C2, is a newly manufactured machine.

The three responsive proposals were evaluated by a committee of five Anchorage School District employees: Bob Penzenik, Director of Audio Visual Services (Chair); Jim Cox, Principal, Girdwood Elementary; Sherry Ellers, Principal, Hanshew Middle School; Marsha Haas, Executive Secretary, Secondary Education; and Mary Raskey, Stock Clerk, Mears Middle School. In addition, Dr. Tom Straugh, Coordinator, Districtwide Testing, Assessment & Evaluation, served as Evaluation Criteria Technical Advisor. The criteria used in the evaluation were as follows:

- a) Project Approach & Methods
- b) Management
- c) Service Technician’s Team
- d) Workload & Resources
- e) Firm’s Experience

- f) Compliance with Technical Specifications
- g) Thoroughness & Completeness of Proposal
- h) Price

Categories (a) through (g) accounted for 45 percent of the points and Category (h) price accounted for 55 percent of the total points assigned (see Evaluation Matrix, Attachment C).

In addition to the above criteria, proposers were required to comply with the Scope of Services and all other terms and conditions outlined in the Request for Proposal. All the committee members made on-site visits for demonstrations of each copier proposed by each proposer. Xerox Corporation was selected as the proposer who could provide the best service and copier products for the District.

The District has had copier services for the past 13 years in the elementary schools and for the past 12 years in the secondary schools. Those contracts expired June 30, 1998. Currently, the District is obtaining copier services pursuant to a month-to-month extension with Xerox Corporation for high speed copiers and Ikon Office Solutions for small convenience copiers.

The expected price for the total copier service contract recommended for award is approximately 16 percent higher in comparison to the contracts which expired June 30, 1998.

Xerox Alaska and Xerox Business Services jointly submitted a proposal. Xerox Alaska is the organization that sells and supports Xerox copier products. Xerox Business Services (XBS) is a customer service organization and assumes total responsibility for ensuring the equipment is functioning properly and service is provided for total customer satisfaction. Xerox Alaska and XBS will provide a "core team" of 13 people to support the District's contract. This includes five technicians, two Docu-Care Specialists and a full-time "site coordinator." They will also do the required meter reads with concurrence from the Principal/Supervisor, conduct any additional training as needed and check inventory of supplies to discern replenishment needs. The University of Alaska Anchorage, Arco Alaska, Kenai School District, Alyeska Pipeline Service Company, and the Juneau School District use Xerox Business Services on their current copier contracts. In checking with these entities, the Administration has determined that they all are pleased with the equipment and the services provided by XBS.

The Request for Proposal required installation of copiers in the evening and/or weekends or holidays and on a non-interference basis with the educational process. The target completion date proposed by Xerox for installation of all equipment, training, and key operator orientation is November 30, 1998.

CERTIFICATION OF FUNDS:

Fund Description:

(01) General Fund  
(XXX) Various Schools/Departments  
(3210) Rental Equipment

Fund Source:	<u>Amount</u>
1XXX013210	\$856,640

BC/EB/SAB/tc

Attachments

Prepared by: Shirley Braspenninckx, Senior Purchasing Agent  
Ed Blahous, Director, Purchasing/Warehouse

Approved by: Janet Stokesbary, Chief Financial Officer