

**EAST SIDE UNION HIGH SCHOOL DISTRICT  
Board Meeting of June 07, 2012**

**Item: 16.07  
Amended**

**AWARD OF BIDS**

**Demography Services - RFP-15-11-12**

<b>Bid</b>	<b>Bid Opening</b>	<b>Legal Advertisements</b>	<b>Advertisement Date(s)</b>	<b>Project Description</b>
RFP-15-11-12	April 30, 2012	San Jose Post – Record and was posted on ESUHSD website	04/05/2012, 04/11/2012	Provide comprehensive enrollment forecasting and evaluation services for ESUHSD.

**RFP Results:**

<b>Consultant</b>	<b>Hourly Fees</b>
<b>Jack Schreder &amp; Associates</b>	<b>\$145.00</b>
Davis Demographics & Planning, Inc.	\$160.00
Decisioninsite, LLC	\$175.00

Proposals were received from three (3) firms from the six (6) direct solicitations. All proposals were considered in the evaluation process.

The evaluations of proposals were conducted by a committee of four (4) and was evaluated based on the Firms' qualifications and ability to perform.

**FISCAL IMPACT:** \$40,000.00 estimated annual amount.

**FUNDING SOURCE:** School Facility Fund

**RECOMMENDATION:** It is recommended that the Board of Trustees approve Administration's recommendation to award the above listed Request for Proposals to **Jack Schreder & Associates** as the lowest responsive proposer and authorize Administration to enter into a one (1) year contract with the option to renew the contract for two (2) additional 1 – year contract terms based on performance and funding.