

School Operations
Eddie T. Pearson, Deputy Superintendent

**SUBJECT: REQUEST FOR AUTHORIZATION FOR THE SUPERINTENDENT TO
ISSUE A REQUEST FOR PROPOSALS TO OBTAIN SERVICES OF AN
ADVERTISING AGENCY THAT WILL SOLICIT SPONSORS TO
PROVIDE PUBLIC SERVICE ANNOUNCEMENTS ON THE INTERIOR
OF MIAMI-DADE COUNTY PUBLIC SCHOOLS BUSES**

Agenda Item B-11, from the March 14, 2001, Board meeting, directed the Superintendent of Schools to investigate the feasibility of placing public service announcements inside Miami-Dade County Public Schools (M-DCPS) buses, and to include an analysis of the fiscal impact of this project.

Under the direction of staff from School Operations, an ad hoc committee was created comprised of staff from various bureaus, offices, and departments. The ad hoc committee recommended that an advertisement agency be engaged to solicit sponsors who might be interested in providing public service announcements. The public service announcements would be approved by the district as suitable for school-aged children.

As a result, authorization is sought by School Operations for issuance of a Request for Proposals (RFP) for the 2001-2002 school year to obtain the professional services of an experienced advertising agency. The advertising agency will solicit corporate sponsors to subsidize public service announcements on the interior of school buses. There will be no cost to the district. It is expected that the successful proposer shall be responsible for all logistics associated with this solicitation, including all equipment, installation, maintenance, and operating costs. The public service announcements, as well as the sponsors, would be pre-approved by the M-DCPS Public Service Announcement Committee representing diverse interests throughout the district. The RFP states to proposers that revenue to M-DCPS may be considered.

The selection committee will consist of the following:

- an administrator from School Operations;
- an administrator from The Department of Transportation Administration;
- an administrator from the Division of Student Services;
- an administrator from the Department of Special Programs;
- an administrator from the Bureau of Community Services;
- an administrator from Educational Alternative Outreach Programs;
- an administrator from the Division of Business Development and Assistance; and
- an administrator from the Bureau of Procurement and Materials Management.

The estimated timeline for implementation is as follows:

Ad Hoc Committee Recommendation	June 18, 2001
Procurement Contract Review Committee.....	July 5, 2001
Request School Board Approval.....	July 11, 2001
Mailing of RFP	July 13, 2001
Opening of Proposals	August 14, 2001
Evaluation by M-DCPS Public Service Announcement Committee	August 16, 2001
Recommendation to School Board for Approval.....	September 12, 2001

A copy of the RFP will be provided to Board Members under separate cover, and will be available for the inspection by the public in the Office of Board Recording Secretary and the Citizen Information Center.

RECOMMENDED: That The School Board of Miami-Dade County, Florida,

1. authorize the Superintendent to issue a Request for Proposals to obtain services of an advertising agency that will solicit sponsors to provide public service announcements on the interior of Miami-Dade County Public Schools buses at no cost to the district; and
2. approve the selection committee.

ETP:ML:rw