

Business Operations
Ofelia San Pedro, Deputy Superintendent

**SUBJECT: REQUEST AUTHORIZATION TO ENTER INTO A
CONTRACTUAL SERVICES AGREEMENT BETWEEN THE
SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AND
BERRIER ASSOCIATES PURSUANT TO REQUEST FOR
PROPOSALS NO. 022-FF10 – PUBLIC OPINION SURVEY –
ADULT/VOCATIONAL EDUCATION PROGRAMS**

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

Request For Proposals No. 022-FF10 PUBLIC OPINION SURVEY - ADULT/VOCATIONAL EDUCATION PROGRAMS, which opened on October 13, 2005, is to obtain the services of a firm with experience in developing and executing comprehensive research and analysis on public education and related issues. The survey is to assess the public's opinion of and engagement with Miami-Dade County Public Schools adult/vocational education programs, for the Office of Public Relations. Of 18 proposers sent proposal forms or card notices of this advertised proposal, four (4) responded.

The Selection Committee met to evaluate proposals received in response to the Request For Proposals on October 17, 2005. Four proposals were presented for consideration: Berrier Associates, Netrix Systems, Inc., The McDonald Group, and Wilson Research Strategies. After considerable deliberation, the committee selected Berrier Associates, based on the ability to meet the needs of the District.

Fund Source
0100 - General

M/WBE Eligibility
None

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **AUTHORIZE** the Superintendent or designee, to enter into a contractual services agreement between The School Board of Miami-Dade County, Florida, and Berrier Associates, pursuant to Request For Proposals No. 022-FF10 – PUBLIC OPINION SURVEY – ADULT/VOCATIONAL EDUCATION PROGRAMS, to provide a survey to assess the public's opinion of and engagement with Miami-Dade County Public Schools adult/vocational education programs, for the Office of Public Relations, effective November 16, 2005, as follows:

1. BERRIER ASSOCIATES
711 MONTGOMERY AVENUE, SECOND FLOOR
NARBERTH, PA 19072
OWNER: ROBERT J. BERRIER, PRESIDENT

Highest Rated Proposal.

2. Authorize Procurement Management Services to purchase up to the estimated amount of \$47,500.

OSP/lja