

Business Operations
Ofelia San Pedro, Deputy Superintendent

**SUBJECT: REJECT REQUEST FOR PROPOSALS NO. 130-EE10 – PUBLIC
OPINION SURVEY OF THE SCHOOL BOARD OF MIAMI-DADE
COUNTY, FLORIDA**

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

The purpose of this Request For Proposals No. 130-EE10 – PUBLIC OPINION SURVEY OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, which opened on October 13, 2005, is to establish a contract, 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 perception of the School District and to guide the Board in implementing its 2005-2006 strategic plan, for the Office of Public Relations. Of 18 proposers sent proposal forms or card notices of this advertised proposal, 2 responded.

The Evaluation Committee met to evaluate proposals received in response to the Request For Proposals on October 17, 2005. Two proposals were presented for consideration: The McDonald Group and Netrix Systems, Inc. After considerable deliberation, the committee recommended that the proposals be rejected, inasmuch as they did not contain sufficient evidence to determine professional qualifications and experience, in conducting multiethnic/multicultural surveys.

The recommendation reflects that both proposals be rejected to permit rebidding.

Fund Source
0100 - General

M/WBE Eligibility
None

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **REJECT** Request For Proposals No. 130-EE10 – PUBLIC OPINION SURVEY OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, to permit rebidding.

OSP/lja

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