

Financial Services
Mr. Ron Y. Steiger, Chief Financial Officer

**SUBJECT: AWARD REQUEST FOR PROPOSALS NO. RFP-18-030-MT
- CRISIS MANAGEMENT AND/OR SPECIAL PROJECTS
COMMUNICATION SERVICES**

COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS

**LINK TO STRATEGIC
BLUEPRINT: EFFECTIVE AND SUSTAINABLE BUSINESS PRACTICES**

Procurement Management Services, at the request of the Office of Communications, released the above-referenced solicitation. The purpose of this Request for Proposal (“RFP”) is to obtain qualified individuals or firms to provide crisis management and/or special projects communication services. This RFP was advertised on the Procurement Management Services’ and Demandstar websites. The solicitation was shared with District offices for additional community outreach, including but not limited to social media, local newspapers, local radio stations and prior bid forecasting lists.

The initial term of the bid shall be for a period of three (3) years, commencing July 24, 2019 through July 23, 2022, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for two (2) additional one (1) year periods. At the time of contract extension, additional vendors may be added and/or removed, at the discretion of the District.

Strategies were employed to increase SBE/MBE (Small/Micro Business Enterprise) participation. The Goal Setting Committee recommended that this solicitation be open with 10 points SBE/MBE.

Seven (7) vendors responded to this advertised bid. Based on the evaluation criteria listed in the RFP and the selection committee’s recommendation, seven (7) vendors were recommended for award, of which five (5) are certified as either MBE/SBE/VBE and/or M/WBE.

The District has no spend information because this is a new initiative.

M-DCPS OEO staff verified the Small, Micro, Veteran and/or M/WBE certification status of the prime firm and all subcontractors.

Fund Source
Various

E-143

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

1. AWARD REQUEST FOR PROPOSALS NO. RFP-18-030-MT - CRISIS MANAGEMENT AND/OR SPECIAL PROJECTS COMMUNICATION SERVICES, to obtain qualified individuals or firms to provide crisis management and/or special projects communication services, initial effective date of July 24, 2019 through July 23, 2022, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for two (2) additional one (1) year extension periods thereto, as follows:

A. ASGK PUBLIC STRATEGIES, LLC DBA KIVVIT
222 W MERCHANDISE MART PLZ, STE 2400
CHICAGO, IL 60654
OWNER/OFFICER: ERIC SEDLER, MANAGER

B. CONCEPTUAL COMMUNICATIONS, LLC **MBE/MWBE**
901 PROGRESSO DRIVE, STE 210
FT. LAUDERDALE, FL 33304
OWNER/OFFICER: LAURIE MENEKOU, MANAGER
WOMEN OWNED

C. GADE TET OU, LLC **MBE/MWBE**
12812 SW 209 STREET
MIAMI, FL 33177
OWNER/OFFICER: MARIE FLORE LINDOR-LATORTUE,
MANAGER
AFRICAN AMERICAN

D. INTEGRATED SOLUTIONS CONSULTING, CORP
3819 N SOUTHPORT, APT 3
CHICAGO, IL 60613
OWNER/ OFFICER: DANIEL MARTIN, PRESIDENT

E. MOVIS MEDIA GROUP, INC **MBE/MWBE/VBE**
7900 NORTHWEST 27TH AVENUE SUITE #E239A
MIAMI, FL 33147
OWNER/OFFICER: CANDYCE M. HAYNES, PRESIDENT
AFRICAN AMERICAN

F. THE MERCHANT STRATEGY, INC **MBE/MWBE**
1804 NORTH DIXIE HIGHWAY, SUITE B
WEST PALM BEACH, FL 33407
OWNER/OFFICER: SHARON MERCHANT, PRESIDENT
WOMEN OWNED

G. THE NEWS DIRECTORS, INC. **MBE**
300 SOUTH BISCAYNE BLVD, SUITE 2512
MIAMI, FL 33131
OWNER/OFFICER: BRIAN C. ANDREWS, PRESIDENT

2. **AUTHORIZE** Procurement Management Services to award the contract to provide crisis management and/or special projects communication, subject to the availability of funding, for the initial contract term, and for each subsequent one (1) year extension period(s). Board authorization of this recommendation does not mean the amount shown will be expended.