

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

**SUBJECT: AWARD REQUEST FOR PROPOSALS NO. RFP-18-043-CM
- INSTANT MESSAGING AND PARENT NOTIFICATION
SYSTEM**

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 an automated system to deliver messages regarding attendance, emergencies and school notices to parents, students and employees of Miami-Dade County Public Schools. 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 5 points SBE/MBE.

Five (5) vendors responded to this advertised bid, including the current incumbent. Based on the criteria listed in the RFP, best and final pricing and rankings/recommendation from the selection committee, the contract shall be awarded for to one (1) vendor pending contract negotiations and execution.

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-149

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

1. **AWARD** REQUEST FOR PROPOSALS NO. RFP-18-043-CM - INSTANT MESSAGING AND PARENT NOTIFICATION SYSTEM, to obtain an automated system to deliver messages regarding attendance, emergencies and school notices to parents, students and employees, 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:

WEST INTERACTIVE SERVICES CORPORATION
11808 MIRACLE HILLS DRIVE
OMAHA, NE 68154
OWNER/OFFICER: NATE BROGAN, PRESIDENT

2. **AUTHORIZE** Procurement Management Services to purchase up to the total estimated amount of \$1,033,600 for the initial contract term and an amount not to exceed \$331,200 for each subsequent one (1) year extension period(s). Board authorization of this recommendation does not mean the amount shown will be expended.