

Joseph Garcia, Chief Communications Officer
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SUBJECT: REQUEST AUTHORIZATION FOR THE SUPERINTENDENT TO ENTER INTO A CONTRACTUAL AGREEMENT WITH BENDIXEN AND ASSOCIATES TO PROVIDE PUBLIC OPINION SURVEY SERVICES TO SATISFY AN OBJECTIVE OF THE DISTRICT'S CURRENT STRATEGIC PLAN, IN AN AMOUNT NOT TO EXCEED \$37,000, FROM JUNE 16, 2005, THROUGH JULY 31, 2005

COMMITTEE: INSTRUCTIONAL EXCELLENCE & COMMUNITY ENGAGEMENT

Authorization is requested for the Superintendent to enter into a contractual agreement with Bendixen and Associates to conduct a public opinion survey to satisfy Goal 4 (Efficient Management Practices), Objective 10 (Improve public perception of Miami-Dade County Public Schools system as measured by an increase in the established baseline from community polling on satisfaction by a minimum of 5% between 2004 and 2005) of the District's current strategic plan and to help guide the District in implementing its 2005-2008 strategic plan. Conditions of the contract provide for the development, implementation, analysis, and reporting by July 31, 2005, of a baseline survey representative of Miami-Dade County's adult general population, with Bendixen and Associates compensated in an amount not to exceed \$37,000.

The Professional Services Contract committee established by School Board Rule 6Gx13- 3F-1.021 reviewed this contractual agreement on May 11, 2005, and recommended that an exception to the rule regarding bids or Request For Proposal (RFP) be granted as otherwise determined by the committee because the contractor has extensive experience with projects requiring multilingual research in Miami-Dade County and in numerous cities, states, and countries. The firm's experience includes pioneering work in Spanish and, recently, the first-ever nationwide bilingual survey of Haitian Americans and Haitians living in the United States.

The appropriation for this item is included in the General Fund of the 2004-2005 Adopted Budget under Fund 0100, Function 7720, Program 7640, Object 5310, Location 9043.

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

1. authorize the Superintendent to enter into a contractual agreement with Bendixen and Associates to provide public opinion survey services to satisfy Goal 4 (Efficient Management Practices), Objective 10 of the District's current strategic plan, in an amount not to exceed \$37,000, from June 16, 2005, through July 31, 2005; and
2. grant an exception to the rule regarding bids or Requests For Proposals, as otherwise determined by the Professional Services Contract Committee, to School Board Rule 6Gx13-3F-1.021.

The appropriation for this item is included in the General Fund of the 2004-2005 Adopted Budget under Fund 0100, Function 7720, Program 7640, Object 5310, Location 9043.

JG:jjr