

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

**SUBJECT:                   AWARD REQUEST FOR PROPOSALS NO. RFP-18-077-MT  
- MEDIA MANAGEMENT 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 media management services for 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 radio stations and prior bid forecasting lists.

The initial term of the bid shall be for a period of five (5) years, commencing January 1, 2020 through December 31, 2024, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for one (1) additional one (1) year period.

Strategies were employed to increase SBE/MBE (Small/Micro Business Enterprise) participation. The Goal Setting Committee recommended that this solicitation have 10 points for SBE/MBE to be utilized at the time of evaluation.

Two (2) vendors responded to this advertised bid. Based on the criteria listed in the solicitation, oral presentations and rankings/recommendations from the selection committee, the contract shall be awarded to one (1) vendor, pending contract execution.

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

Fund Source  
Various

**E-145**

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

1. **AWARD REQUEST FOR PROPOSALS NO. RFP-18-077-MT – MEDIA MANAGEMENT SERVICES**, to obtain media management services for Miami-Dade County Public Schools, during the term of the bid, with an effective date of January 1, 2020 through December 31, 2024, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for one (1) additional one (1) year period thereto, as follows:

SOUTH FLORIDA PBS, INC.  
14901 NE 20TH AVENUE  
MIAMI, FL 33181-1121  
OWNER/OFFICER: DOLORES SUKHDEO, CEO

2. **AUTHORIZE** Procurement Management Services to award the contracts for Media Management Services, subject to the availability of funding, for the initial contract term, and for each subsequent extension period. Board authorization of this recommendation does not guarantee any estimated quantities will be purchased.

RYS/cm