

MEMORANDUM

December 4, 2019

TO: The Honorable Chair and Members of The School Board of Miami-Dade County, Florida

FROM: Alberto M. Carvalho, Superintendent of Schools *AMC/VAB*

SUBJECT: WITHDRAWAL OF AGENDA ITEM RFP-18-077-MT – MEDIA MANAGEMENT SERVICES

Agenda Item E-145, RFP-18-077-MT – MEDIA MANAGEMENT SERVICES, is being withdrawn. As a reminder, this reactivates the Cone of Silence for this RFP.

If you require additional information, please contact Mr. Ron Y. Steiger, Chief Financial Officer, Financial Services, at 305 995-1958.

AMC:wjr
M0639

Attachment

cc: School Board Attorney
Superintendent's Cabinet
Mr. Joseph A. Gomez

Office of Superintendent of Schools
Board Meeting of December 11, 2019

November 21, 2019

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
Withdrawn (12-4-19)