

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 and Community Engagement, released the above-referenced solicitation. The purpose of this Request for Proposals (RFP) is to obtain media management services for Miami-Dade County Public Schools. This RFP was advertised on the Procurement Management Services website, as well as DemandStar. The solicitation was shared with the District’s Office of Economic Opportunity (OEO) for additional community outreach.

The initial term of the bid shall be for a five (5) year period, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for an additional one (1) year period, commencing at the time of contract execution, pending contract negotiations.

The Goal Setting Committee recommended that this solicitation be open with a 10 points preference for SBE/MBE certified firms.

Two (2) vendors responded to this advertised bid, of which one (1) withdrew their proposal submission as a result of a protest proceeding. Based on the criteria listed in the solicitation and the Selection Committee’s scoring, one (1) proposer is being recommended for award.

M-DCPS OEO staff verified the Small, Micro, Veteran and/or M/WBE certification status of the firm(s).

Fund Source
Various

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, commencing at the time of contract execution, for five (5) year period with a one (1) year option to extend, pending contract negotiations, as follows:

FRIENDS OF WLRN, INC.
172 NE 15th Street
MIAMI, FL 33132
OWNER/OFFICER: SHEILA REINKEN

2. **AUTHORIZE** Procurement Management Services to award the contract to provide Media Management Services, subject to contract negotiations, for the initial contract term, and for the subsequent extension period.
3. **REJECT** the solicitation in the event negotiations are not successful, to permit rebidding.