

EXECUTIVE SUMMARY

Bid Recommendation of \$500,000 or Less 15-050E - Event Management System

This Request for Proposal (RFP) is for a computerized District-wide data and web base system that would capture school(s) facility transactions for non-reoccurring lease agreements utilized by allied groups, non-profit organizations, and governmental organizations, that do not have an effective Reciprocal Use Agreement (RUA) with The School Board of Broward County, Florida (SBBC), and other organizations as stated herein. School Board Policy 1341, provides guidelines for leasing school facilities that are governed by the Office of School Performance and Accountability, Risk Management Department, and Facility Planning & Real Estate (FPRE) Department on an as needed basis. Noted over the years, the manual leasing process of school facilities, without a computerized District-wide database system, has led to many issues and inconsistencies for event availability, schedules, and facility costs at each school location.

To address these issues, in recent years, the District amended School Board Policy 1341. The initial revisions focused on updating the Fee Schedule that was appended to the Policy; on January 25, 2011, the School Board adopted the revisions to the Policy. The Policy is currently undergoing additional revisions. However, as a component of these revisions, the District began the process of developing a system in-house. Due to the lack of programming resources and requirement complexities associated with a comprehensive District-wide system, it was deemed to be more cost-effective to license a system. The high-level District-wide requirements taken into consideration included: development of facility scheduling, contract compliance, fee schedule incorporation, invoicing and fee collection, system security, workflow processing and approvals, reporting, provisions for audit controls, and an internal training and support infrastructure. Subsequently, the District pursued the acquisition of a viable and comprehensive facilities leasing system.

In this pursuit, the District examined a variety of software via a Request for Information process, and subsequently via a RFP process; applicable information received was presented to the District's Technology Advisory Committee (TAC). Upon review of the information, TAC did not object to the District's approach and the pursuit of acquiring an Event Management System (EMS). After completion of the RFP selection process, Dean Evans and Associates, LLC, was selected as the awardee for acquisition of the EMS.

Performance requirements included in the RFP; establishment and implementation of a viable and comprehensive computerized District-wide leasing database would, at the minimum, enable the following:

1. Uniform District-wide application of School Board Policy 1341 school provisions.
2. Leasing consistency of the District's school facilities; correct and uniform application/collection of facility fees.
3. District's ability to ascertain revenues derived from school facility leasing and to gather critical data regarding the utilization and leasing of school facilities.
4. District-wide data management for the rental of outside facilities and leasing by outside entities of SBBC's administration facilities (such as, the BrightStar Credit Union in the Kathleen C. Wright Administration Center). Of note, currently, the FPRE Department effectively tracks and manages all leases (leasing of outside facilities by the SBBC, SBBC's administrative facilities by outside entities, RUAs, Master Recreation Lease Agreements, and license agreements) under its purview via utilization of Excel spreadsheets.

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5. Accurate data maintenance regarding the utilization of District school facilities by local governments who have RUAs with the SBBC, fees charged to the local governments, and ability to compare data regarding the use of municipal facilities by District schools.
6. The potential to determine energy usage at District schools, especially on weekends, and link such usage to various aspects (e.g., specific timeframe as to when the facility was leased to a church to conduct services on a Sunday).

As stated herein, EMS is an online tool that provides a fully interactive, real-time access to meetings and event information via the internet or the District's intranet, and allows the District's customers (or potential lessees) to use a standard internet browser to view event schedules, browse facilities, and search for spaces available for lease at school facilities. It would also allow customers or authorized persons to submit requests for meeting space and/or services through a secure user friendly interface. Additionally, EMS has query capabilities and the ability to generate customized reports based on queries. The complete rollout of EMS is planned to consist of three (3) phases, with the complete rollout slated for late Spring 2015.