AGENDA REQUEST FORM
THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Meeting Date	Open Agenda	Special Order Request	Agenda Item Number
12/02/13	X Yes ___ No	___ Yes X No	EE-4

TITLE:

Request for Proposals (RFP) 14-037V Recommendation - Federal and State Lobbying Services

REQUESTED ACTION:

Approve the RFP recommendation as stated on the attached award recommendation and Agreements between The School Board of Broward County, Florida, and Alcade & Fay, Ltd., McKee Communications, Inc., Becker & Poliakoff, P.A., and Colodny, Fass, Talendfeld, Karlinsky, Abate & Webb, P.A.

RFP	TITLE	LOCATION	AMOUNT	M/WBE VENDORS
14-037V	Federal and State Lobbying Services Contract period: December 2, 2013 through June 30, 2014	Public Relations & Governmental Affairs	$126,581	Includes an award to one certified M/WBE vendor: McKee Communications, Inc. (African-American M/WBE: Coral Springs, FL)

SUMMARY EXPLANATION AND BACKGROUND:

The School Board of Broward County, Florida (SBBC), received proposals from firms for professional federal and state lobbying services. These firms shall be experienced and knowledgeable in K-20 education, and shall be knowledgeable of performance accountability systems.

It is recommended that Alcade & Fay, Ltd., be awarded for federal lobbying services. This firm will lobby the legislative and executive branches of the federal government, including federal agencies, and shall possess the necessary skills to counsel SBBC on strategies concerning legislative and administrative advocacy to assist them in their goals of federal funding for the District.

It is further recommended that the firms of McKee Communications, Inc., Becker & Poliakoff, P.A., and Colodny, Fass, Talendfeld, Karlinsky, Abate & Webb, P.A., be awarded for state lobbying services. These firms will lobby the legislative and executive branches of the Florida state government on the District's behalf.

Board approval of this RFP recommendation does not mean the amount shown will be spent. This amount represents the estimated contract value and purchases may be made through the term of this contract from available funds already included in the department's budget.

These Agreements have been reviewed and approved as to form and legal content by the Office of the General Counsel.

SCHOOL BOARD GOALS:

- ___ •Goal 1: High Quality Instruction
- X •Goal 2: Continuous Improvement
- ___ •Goal 3: Effective Communication

FINANCIAL IMPACT:

All expenditures for this contract will come from the existing approved department budget. Staff will provide a report to the School Board semi-annually detailing expenditures by contract.

EXHIBITS: (List)

1. Proposed Agreements
2. RFP 14-037V

BOARD ACTION:

APPROVED

(For Official School Board Records' Office Only)

SOURCE OF ADDITIONAL INFORMATION:

Name	Phone
Tracy Clark	754-321-2616
Carol Barker	754-321-0506

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Maurice L. Woods
Chief Strategy & Operations Officer
Office of Strategy & Operations

Approved in Open Board Meeting on: DEC 02 2013

By: _____ School Board Chair

Form #4189
Revised 12/12
RWR/MLW/CB:ak