



# AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

**MEETING DATE** Jun 28 2016 9:00AM - Special Meeting

**AGENDA ITEM** SUPERINTENDENT'S RECOMMENDATION

**CATEGORY** Superintendent's Recommendation

**DEPARTMENT** Procurement & Warehousing Services

**Special Order Request**  
 Yes  No

**Time**

**Open Agenda**  
 Yes  No

**ITEM No.:**  
4.

**TITLE:**  
RFP Renewal and Additional Spending Authority - 14-036N Adult Workforce Education Advertising Agency

**REQUESTED ACTION:**  
 Approve the contract renewal for above contract. Contract Term: July 1, 2016, through June 30, 2017, 1 Year; User Department: Career, Technical, Adult, and Community Ed; New Award Amount: \$5,684,301; Awarded Vendor(s): ~~Omni Advertising, Inc.~~ Omni Automotive South, Inc.; Minority/Women Business Enterprise Vendor(s): None

**SUMMARY EXPLANATION AND BACKGROUND:**  
 The School Board of Broward County, Florida, received four (4) bids for Request for Proposals (RFP) 14-036N - Adult Workforce Education Advertising Agency Services and was awarded on August 6, 2013. The term of this contract is from August 6, 2013, through June 30, 2016, with two (2) one-year renewals. This request is to approve the first renewal of this RFP.  
 A copy of the RFP documents are available online at:  
[http://www.broward.k12.fl.us/supply/agenda/14-036N-Adult\\_Workforce\\_Edu\\_Advertising\\_Agency\\_Svcs.pdf](http://www.broward.k12.fl.us/supply/agenda/14-036N-Adult_Workforce_Edu_Advertising_Agency_Svcs.pdf)  
 This Agreement has 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  Goal 2: Continuous Improvement  Goal 3: Effective Communication

**FINANCIAL IMPACT:**  
 The estimated financial impact to the District will be \$1,400,000 for the renewal period. The funding source will come from the Workforce Development Fund. The financial impact represents an estimated contract value; however, the amount authorized will not exceed the amount awarded.

**EXHIBITS: (List)**  
 (1) Executive Summary (2) Agreement (3) Approved ARF 8-6-2013 RSBM EE-1 (4) Approved ARF 1-20-2016 RSBM EE-2 (5) Financial Analysis Worksheet (6) Surveys

**BOARD ACTION:**  
  
 (For Official School Board Records Office Only)

**SOURCE OF ADDITIONAL INFORMATION:**

Name: Jeanette Johnson	Phone: 754-321-5757
Name: Mary C. Coker	Phone: 754-321-0501

## THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Senior Leader & Title

Maurice L. Woods - Chief Strategy & Operations Officer

Signature

Approved In Open Board Meeting On: \_\_\_\_\_

By: \_\_\_\_\_

School Board Chair