

EXECUTIVE SUMMARY

Recommendation to Reject all Bids 19-001V – Adult Workforce Educational Advertising Agency Services

On November 16, 2017, The School Board of Broward County, Florida (SBBC), released a Request for Proposal (RFP) for Adult Workforce Educational Advertising Agency Services. The RFP opened on December 20, 2017, and the Evaluation Meeting was held on January 16, 2018. SBBC received four (4) proposals from ADEPT Strategy & Public Relations, Mad 4 Marketing, Omni Automotive South, LLC d/b/a Omni Advertising, and Pace Communications Group, Inc. Omni Advertising is the current vendor awarded on contract RFP 14-036N. The purpose of this RFP is to provide comprehensive marketing services (creative development, media buys across multiple platforms, social media, search engine marketing and optimization, and data tracking) for Broward's Workforce Education schools, three (3) Broward technical colleges, two (2) community schools, and three (3) adult centers. The services are vital to allowing Broward's Workforce Education programs to increase public awareness in a market filled with many competing, often for-profit, adult and career education providers.

Special Condition 6.7.3.7 states, "In the best interest of SBBC, the Board reserves the right to reject any or all proposals received when there is sound documented business reasons that serve the best interest of SBBC." The Evaluation Committee has made a recommendation to reject all bids received and that the specifications of the RFP did not meet the objectives of the District in order to provide a sound workforce advertising service. The specifications of the RFP will be reviewed by the Workforce Advertising Committee to provide additional and clearer specifications.

The current contract 14-036N expires on June 30, 2018. Since this service is vital to Broward's Workforce Education programs, the current contract allows for a one-hundred-eighty (180) day extension until December 31, 2018. This extension will be brought to a School Board meeting in May. This will provide time to review the specifications, release a new RFP, evaluate the RFP and bring the new recommendation to the School Board for approval.