



# AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

MEETING DATE: 2018-04-10 10:05 - School Board Operational Meeting

Special Order Request  
 Yes  No

ITEM No.:  
E-5.

AGENDA ITEM: ITEMS

Time

CATEGORY: E. OFFICE OF STRATEGY & OPERATIONS

DEPARTMENT: Procurement & Warehousing Services

Open Agenda  
 Yes  No

TITLE:  
Recommendation to Reject all Bids - 19-001V - Adult Workforce Education Advertising Agency Services

REQUESTED ACTION:  
Approve the recommendation to reject all proposals received for the above Request for Proposal (RFP).

SUMMARY EXPLANATION AND BACKGROUND:  
This is a recommendation to reject all bids. The School Board of Broward County, Florida (SBBC), released the above referenced RFP on November 16, 2017, and opened the RFP on December 20, 2017. Procurement & Warehousing Services received four (4) proposals. After reviewing the proposals, the Evaluation Committee recommended to reject all proposals and rebid with revised specifications that will reduce bidder confusion. This RFP will be released at a future date with revised specifications.  
  
A copy of the bid documents are available online at:  
[http://www.broward.k12.fl.us/supply/agenda/19-001V\\_AdultWorkforceEducationAdvertisingAgencyServices.pdf](http://www.broward.k12.fl.us/supply/agenda/19-001V_AdultWorkforceEducationAdvertisingAgencyServices.pdf)

SCHOOL BOARD GOALS:  
 Goal 1: High Quality Instruction  Goal 2: Continuous Improvement  Goal 3: Effective Communication

FINANCIAL IMPACT:  
There is no financial impact to the District.

EXHIBITS: (List)  
(1) Executive Summary (2) Recommendation Tabulation

BOARD ACTION:  
**APPROVED AS AMENDED**  
(See Amended Executive Summary)  
(For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:  
Name: Dr. Valerie Wanza Phone: 754-321-3827  
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  
Maurice Woods  
3/19/2018, 11:53:33 AM

Approved In Open Board Meeting On: APR 10 2018  
By: *Noel Rupert*  
School Board Chair

## EXECUTIVE SUMMARY

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

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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.

A recommendation to reject all proposals was posted on January 18, 2018 @ 3:00 PM. An intent to protest from ADEPT Strategy and Public Relations, was received and timely filed in the Procurement & Warehousing Services Department on February 8, 2018.

A Bid Protest meeting was held on March 7, 2018. The decision to reject all proposals and rebid with revised specifications was unanimously voted by the Protest Committee.