



REVISED

AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

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

Special Order Request
 Yes No

ITEM No.:
4.

AGENDA ITEM SUPERINTENDENT'S RECOMMENDATION

Time

CATEGORY Superintendent's Recommendation

Open Agenda
 Yes No

DEPARTMENT Procurement & Warehousing Services

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
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:
APPROVED
(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

Approved In Open Board Meeting On: JUN 28 2016
By: *Rosalind Ornel*
School Board Chair

Signature
Maurice Woods
6/27/2016, 5:40:13 PM