

EXECUTIVE SUMMARY

Recommendation of \$500,00 or Greater 19-043V – Adult Workforce Education Advertising Agency Services

Introduction

Procurement & Warehousing Services (PWS)

This request is to approve the recommendation to award the Request for Proposal (RFP) 19-043V – Adult Workforce Education Advertising Agency Services for a period of three and one-half (3-1/2 year(s) from January 1, 2019 through June 30, 2022. This RFP provides for an Advertising Agency/Media Planner to provide professional advertising services utilizing a media mix of outdoor, television, video, radio, print, direct mail, grassroots initiatives, and internet to increase the enrollment and awareness of continuing education programs offered by The School Board of Broward County, Florida (SBBC).

Goods/Services Description

Responsible: McFatter Technical College

This RFP provides comprehensive marketing services (creative development, media buys across multiple platforms, social media and search engine marketing and optimization, and data tracking) for Broward's Workforce Education (WFE) schools: three (3) Broward technical colleges, two (2) community schools, and three (3) adult centers. The services are vital to allow Broward's WFE programs to increase public awareness in a market filled with many competing, often for-profit, adult and career education providers. Each year of this contract, the WFE marketing committee will establish a budget for the year, review the expenditures on a monthly basis, and approve all expenses for WFE marketing efforts purchased under this RFP. The committee will also receive monthly reports tracking Return on Investment (ROI) and adjust planned expenses, or media buys for the next month, based on that data.

Although ROI metrics vary monthly, on the whole, these metrics continued to improve over the course of the prior award period, while total cost remained consistent (between \$1,000,000 and \$1,400,000 annually). Television, radio, billboard, email, mailers, web-based, and social media-based advertising are all purchased, reviewed, and adjusted monthly.

For example, search engine optimization and search engine marketing via strategic keyword usage continue to be aggressively and creatively pursued and have resulted in increases of visits to the schools' websites of between twenty (25) percent and thirty-eight (38) percent year-to-year. As a result of these increased visits without increased expense, the "cost per lead" decreased between twenty-three (23) percent and thirty-three (33) percent, for greater efficiency.

Also during the most recent annual award period, Omni Automotive South, Inc. recommended, and the WFE Marketing Committee approved, the introduction of several initiatives, including Facebook advertising, which has been successful beyond initial expectations. Facebook advertising, for example, has rapidly grown to account for more than twenty-five (25) percent of all website traffic to the schools' websites.

Other recent additions include a presence on SnapChat and development and usage of promotional videos as YouTube pre-roll. Although the performance metrics of these efforts are in early stages, they appear to be showing return rates (such as view rates) higher than industry norms. With this next award period, the Workforce Marketing Committee expects to be able to work with the awarded agency, Omni, in order to further expand currently-successful marketing initiatives and to pursue new or emerging opportunities as they develop within the marketing and advertising industry.

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Procurement Method
Responsible: PWS

The procurement method used for this service was through an RFP competitive solicitation. PWS procured this same service back in 2013 under RFP 14-036N. The solicitation for this RFP was released to the public from April 13, 2018 through May 18, 2018, where three hundred and forty-one (341) vendors were notified, and twenty-two (22) vendors downloaded the RFP documentation. PWS received four (4) responses, and there was one (1) rejected proposal. One (1) Proposer is being recommended for the award, Omni Automotive South, LLC d/b/a Omni Advertising. Omni Advertising's performance under RFP 14-036N is excellent.

Small/Minority/Woman Business Enterprise Participation

Omni Automotive South, LLC d/b/a Omni Advertising will be utilizing a certified Small/Minority/Woman Business Enterprise subcontractor, Tale, Inc., d/b/a Minuteman Press of Hollywood for Printing. Tale, Inc./Minuteman Press of Hollywood will provide two (2) percent of the work for printing services and equals approximately \$21,000.00 under this contract.

Protest

A previous RFP 19-001V - Adult Workforce Education Advertising Agency Services was released to the public on November 16, 2017, and opened on December 20, 2017. There were four hundred and thirty-four (434) vendors notified, and fourteen (14) vendors downloaded the RFP documentation. PWS received four (4) responses to this solicitation. During the evaluation meeting and reviewing the cost proposals, some of the Proposers did not understand the cost of services worksheet and what was requested on this form. This confusion resulted in different ways the costs were determined and were unable to determine the point value for each proposer for this section. The Evaluation Committee determined that the RFP and proposals received be rejected and rebid with revised specifications. The recommendation/tabulation posted on February 2, 2018, recommended that all proposals received be rejected and the specifications and requirements for this solicitation will be revised and clarified to reduce bidder confusion and shall be included in a later solicitation in accordance with School Board policies and procedures. A notice of protest was received on February 8, 2018, and the formal protest was received on February 20, 2018, meeting protest procedures. The protestant believed their company should be awarded the contract and that their company followed procedures.

In accordance with Section 120.57(3) and School Board Policy 3320, Part VIII, the School Board provided an opportunity to resolve the Protestant's protest by mutual agreement on March 7, 2018. After hearing presentations by all parties, the Bid Protest Committee voted to reject the Protestant's protest and uphold to reject all bids. In the future, this RFP will be rebid with revised specifications. The new RFP 19-043V incorporated the revised specifications, and no protests were received under the new RFP.

Financial Impact
Responsible: McFatter Technical

The total spending authority requested is \$3,500,000 and is based on a yearly budget that is provided for Workforce Education. This budget ranges anywhere from \$1,000,000 to \$1,400,000 per fiscal year. The funds will come from a combination of Workforce Development Education funds and adult student activity fees. The breakdown of expenditures is demonstrated below:

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Financial Impact (Continued)
Responsible: McFatter Technical

<u>Total Award Amount (14-036N)</u>	<u>\$7,834,301</u>
<u>Purchase Order Spend (14-036N)</u>	<u>\$7,228,498</u>
<u>Unused Authorized Spend (14-036N)</u>	<u>\$605,803</u>
<u>Monthly Expenditures (14-036N)</u>	<u>\$116,589</u>
<u>Number of months for new contract</u>	<u>42</u>
<u>Estimated forecast spend</u>	<u>**\$4,896,725</u>

**Based upon the information stated above, the Financial Analysis is recommending a higher forecast spend of \$4,896,725. \$3.5 million for forty-two (42) months is requested due to the availability of fiscal year budgeted funds. Should additional spending be requested in order to finish the term of this contract, and if funds are available, another School Board Agenda item will be brought to the School Board for an additional spending authority and approval.

The prices offered from Omni Advertising from their submitted proposal was their best and final offer. The cost avoidance as compared to other Proposer's costs under this contract is as follows:

Ongoing call tracking and data capture for all advertising media
is \$767.00 x 42 months = \$32,214

Design and ongoing maintenance of eight SBBC workforce education
web pages is \$550 x 42 months = \$23,100

Ongoing search engine optimization marketing (SEO/SEM) services
is \$2,252 x 42 months = \$94,584

Ongoing updates, maintenance, and monitoring of SBBC workforce education
social media to Facebook and Twitter is \$591.50 x 42 months = \$24,843

Quarter page color newspaper advertisement is at No Cost

Direct mail piece is at No Cost

Billboard design is \$2,425 x 42 months = \$101,850

Digital media design is \$1,150 x 42 months = \$48,300

Thirty (30) second television commercial is \$2,533 x 42 months = \$106,386

Sixty (60) second television commercial is \$487.50 x 42 months = \$20,475

The total cost avoidance comes to \$451,752 for this contract.