



AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

MEETING DATE	2020-04-21 10:00 - Regular School Board Meeting
AGENDA ITEM	ITEMS
CATEGORY	EE. OFFICE OF STRATEGY & OPERATIONS
DEPARTMENT	Procurement & Warehousing Services

Special Order Request	
<input type="radio"/> Yes	<input checked="" type="radio"/> No
Time	
Open Agenda	
<input checked="" type="radio"/> Yes	<input type="radio"/> No

ITEM No.:
EE-18.

TITLE:
Recommendation to Approve Second Renewal and Second Amendment with Additional Spending Authority - 57-003E - TV Viewership Measurement Service

REQUESTED ACTION:
Approve the Second Renewal and Second Amendment to the above agreement with additional spending authority. Contract Term: December 21, 2016 through June 30, 2021; Four (4) Years, Seven (7) Months; User Department: Broward Education Communications Network (BECON); Additional Requested Amount: \$35,000; New Award Amount \$175,000; Awarded Vendor(s): Rentrak Corporation; Small/Minority/Women Business Enterprise Vendor(s): None.

SUMMARY EXPLANATION AND BACKGROUND:
This contract is utilized as a measurement tool to gather data on the number of households tuned to specific broadcast stations in real-time, allowing for BECON to generate reports on precise audience measurements for specific programs or dayparts.

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: Safe & Supportive Environment
 Goal 3: Effective Communication

FINANCIAL IMPACT:
The estimated financial impact to the District will be \$35,000. The contract award amount was for \$140,000. The request is to increase the spending authority by \$35,000 bringing the new contract value to \$175,000. The funding source is BECON's operating budget. The financial amount represents an estimated contract value; however, the amount authorized will not exceed the estimated contract award amount.

EXHIBITS: (List)
(1) Executive Summary (2) Financial Analysis Worksheet (3) Agreement

BOARD ACTION:

(For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:	
Name: Rick Reynolds	Phone: 754-321-1010
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

Electronic Signature

Approved In Open Board Meeting On: _____

By: _____

School Board Chair