

Financial Services
Mr. Ron Y. Steiger, Chief Financial Officer

**SUBJECT: AWARD REQUEST FOR PROPOSALS NO. RFP-23-016-CM –
INSTANT MESSAGING AND PARENT NOTIFICATION
SYSTEM**

COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS

**LINK TO STRATEGIC
PLAN: EFFECTIVE AND SUSTAINABLE OPERATIONAL PRACTICES**

Procurement Management Services, at the request of Office of Communications, released the above-referenced solicitation. The purpose of this Request for Proposals (“RFP”) is to obtain an automated system to deliver messages regarding attendance, emergencies and school notices to parents, students and employees of Miami-Dade County Public Schools. This RFP was advertised on the Procurement Management Services’ and DemandStar websites. This contract impacts all District students, which breaks down to an annual amount of approximately \$1.24 per student based on the annual licensing fees post implementation. The solicitation was shared with the District’s Office of Education and Economic Access (OEEA) for additional community outreach.

The initial term of the bid shall be for a three (3) year period, commencing upon contract execution, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for two (2) additional one (1) year periods, and if needed, an additional ninety (90) days beyond the expiration of the renewal period, pending contract negotiations.

Pursuant to School Board Policy 6320.02, the Goal Setting Committee assigned a 15-point preference for proposals submitted by M-DCPS certified African American or Non-Minority Women firms, and up to 15 points based on a sliding scale commitment for proposals submitted by non-certified firms using a M-DCPS certified African American or Non-Minority Women subcontractor. Additionally, the Goal Setting Committee assigned a 5-point preference for proposals submitted by African American or Non-Minority Women firms certified by another qualifying governmental agency, and up to 5 points based on a sliding scale commitment for proposals submitted by non-certified firms using an African American or Non-Minority Women subcontractor certified by another qualifying governmental agency.

Based on the criteria listed in the solicitation and the Selection Committee’s scoring, one (1) vendor is being recommended for award. The Committee scored and ranked each proposer based on the advertised evaluation criteria. The Committee voted and recommended that the District move forward with Active Internet Technologies, LLC, dba

Finalsite as the highest ranked proposer and Powerschool Group, LLC as the second highest ranked proposer.

In Fiscal Year 2023-2024, the District spent \$331,000 on instant messaging and parent notification system.

Fund Source

Various

RECOMMENDED: That The School Board of Miami-Dade County, Florida:

1. AWARD REQUEST FOR PROPOSALS NO. RFP-23-016-CM – INSTANT MESSAGING AND PARENT NOTIFICATION SYSTEM, to obtain an automated system to deliver messages regarding attendance, emergencies and school notices to parents, students and employees of Miami-Dade County Public Schools., for an initial term of three (3) years effective upon contract execution, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for two (2) additional one (1) year renewal periods thereto and if needed, an additional ninety (90) days beyond the expiration of the renewal period, pending contract negotiations as follows:

Highest Ranked Proposer

ACTIVE INTERNET TECHNOLOGIES, LLC, DBA FINALSITE
655 WINDING BROOK DRIVE
GLASTONBURY, CT 06033
OWNER/OFFICER: JIM CALABRESE

SUBCONTRACTOR:

PROFESSIONAL CONSULTING & EDUCATIONAL SUPPORT
SERVICES, LLC **MBE/MWBE**
16429 SW 1ST STREET
PEMBROKE PINES, FL 33027
AFRICAN AMERICAN OWNED

Second Highest Ranked Proposer

POWERSCHOOL GROUP LLC
150 PARKSHORE DR
FOLSOM, CA 95630

2. AUTHORIZE the Superintendent to purchase up to a total estimated amount of \$1,182,983, for the initial contract term of three (3) years, and an amount not to exceed \$394,328, for each subsequent one (1) year extension period(s). Board authorization of this recommendation does not mean the amounts shown will be expended.