



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: June 25, 2025

TITLE: REQUEST APPROVAL TO ISSUE RFQ 2025-423-DF PUBLIC INFORMATION OUTREACH (PIO) SERVICES. (MARKETING AND COMMUNICATIONS)

**RECOMMENDATION**

It is recommended that the Mayor and City Commission of the City of Miami Beach, Florida, authorize the issuance of Request for Qualifications (RFQ) 2025-423-DF for Public Information Outreach (PIO) services.

**BACKGROUND/HISTORY**

Since 2011, the City of Miami Beach ("City") has utilized the services of firms to provide public information outreach (PIO) services to regularly communicate with the public regarding Neighborhood Improvement Projects (NIPs) and other city efforts that involve the local community, although not exclusively, pursuant to an open and competitive procurement process. These firms, or proposers, work closely with city staff to develop and execute communication efforts, including public relations (PR), content production, social media coordination, video production, and email blasts for events, among others, for both active and future construction of Capital Improvement Projects (CIP), Public Works Projects, Environmental & Sustainability projects, Transportation initiatives, Parks, and other citywide efforts. The proposers may also assist with communication for public works operations, special projects, citywide initiatives, and public safety marketing campaigns.

On October 14, 2020, the Mayor and City Commission approved the award of contracts pursuant to Request for Qualifications (RFQ) 2020-118-WG for PIO services related to right-of-way and facilities construction projects. The following four (4) firms were awarded contracts pursuant to the RFQ: Infinite Source Communications Group, LLC; HML Public Outreach LLC; Media Relations Group, LLC; and The Valerin Group, Inc. The contract had an initial term of three (3) years, with an option to renew for two (2) additional one-year periods. The current contract is set to expire on January 10, 2026, with no further renewals available. The estimated annual expenditure for this contract is approximately \$214,000.00 and may increase or decrease based on workload and the City's budgeting process.

In order to consider a replacement agreement, the Administration developed RFQ 2025-423-DF for public information outreach (PIO) services in order to ensure there is no gap in the delivery of services.

**ANALYSIS**

The scope of services shall involve activities which may be required by the City for a range of services to include, but not limited to communications planning and implementation, public relations and community involvement, establishment and execution of open office hours, the planning and execution of virtual public meetings, understanding of virtual software for virtual meetings as needed, understanding of the city's efforts in harmonization and the resilience

campaign, ability to create and execute physical mailing via every door direct mail (EDDM) or other means, customer service, general translation and interpreting services, revamping project collaterals, ability to record public meetings, ability to create video recaps as needed, preparation of related media communications and collateral materials, preparation of audio/video presentations, recording of public meetings and include public comment, project planning, coordination and implementation, web content development, franchise utility communication, ability to send mass emails as the city and familiarity with mass email platforms, follow the external communications plan in each project special events coordination, hosting public meetings and other services that may be related.

The scope of work is more fully defined in the RFQ attached as Attachment A. Following the receipt of proposals, an Evaluation Committee will review proposals in accordance with the criteria established in the attached RFQ. After the Committee has evaluated the proposals, the City Manager will present an award recommendation to the City Commission for approval.

### **FISCAL IMPACT STATEMENT**

The budget for these services is allocated from projects that the City will require in the future, as needed. All funds are contingent upon funding availability within the project and/or approval during a future budget process. It is not anticipated that grant funding will be utilized for this project. Once proposals are received, the Administration will consider qualifications and approach and methodology in developing an award recommendation.

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

### **FINANCIAL INFORMATION**

N/A

### **CONCLUSION**

It is recommended that the Mayor and Commission of the City of Miami Beach, Florida, authorize the issuance of RFP 2025-423-DF for Public Information Outreach (PIO) services.

### **Applicable Area**

Citywide

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

### **Department**

Procurement

**Sponsor(s)**

**Co-sponsor(s)**

**Condensed Title**

Issue RFQ 2025-423-DF, Public Information Outreach Services. MC/PR

**Previous Action (For City Clerk Use Only)**