

C2 D REQUEST APPROVAL TO ISSUE RFQ 2025-423-DF PUBLIC INFORMATION
OUTREACH (PIO) SERVICES. (MARKETING AND COMMUNICATIONS)
Applicable Area:



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)

Request for Qualifications (RFQ)
2025-423-DF
Public Information Outreach (PIO) Services

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SECTION 0100

INSTRUCTIONS TO RESPONDENTS & GENERAL CONDITIONS

1. GENERAL. This Request for Qualifications (RFQ) is issued by the City of Miami Beach, Florida (the "City"), as the means for prospective Bidders to submit proposals for the City's consideration in evaluating qualifications to select a firm with whom it may negotiate an agreement for the purpose noted herein.

The City utilizes Bidnet Direct ([Government Bids Opportunities and RFP | BidNet Direct](#)) for automatic notification of competitive solicitation opportunities and document fulfillment, including the issuance of any addendum to this RFQ. Any prospective Bidder who has received this RFQ by any means other than through Bidnet Direct must register immediately with Bidnet Direct to ensure it receives any addendum issued to this RFQ. Failure to receive an addendum may result in disqualification of the Proposal submitted.

2. BACKGROUND/PURPOSE.

On October 14, 2020, the Mayor and City Commission approved the award of contract for Request for Qualifications (RFQ) 2020-118-WG for public information outreach services for right of way and facilities construction projects. The contract had a 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 additional renewals available. The estimated annual expenditure for this contract is approximately \$214,000.00 and is subject to increase or decrease in accordance with workload and the City's budgeting process.

In order to consider a replacement agreement, the City of Miami Beach is accepting qualifications for Public Information Outreach (PIO) Services on Citywide efforts or projects including but not limited to Neighborhood Improvement Projects (NIPs). By means of this RFQ, the City desires to establish term contracts with a pool of qualified successful proposers, with the required expertise and personnel, in order to facilitate the assignment of these services for all neighborhood and facility projects. The successful proposers will work closely with city staff in developing and executing the communication efforts (public relations (PR), content production, social media coordination, video production, building contact list(s), tracking project details, email blast for events, transcribing, translation (English and Spanish) et al) for 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.

The activity produced by NIPs, Public Works Operations, parking lots, parking garages, structural and park facilities, as well as capital renewal and replacement projects generate an exponential need for proper and timely notification to the City's stakeholders. Keeping residents, business owners, Business Improvement Districts (BIDs), and civic organizations well informed and actively involved is a key factor of the City's ongoing and growing commitment to maintaining constant communication with area residents and keeping all stakeholders informed at all times.

Communications regarding the individual project process is a critical element of every project. In order to achieve this, an external communication plan has been established to help guide each firm. The assigned city's project representative will provide milestones that each firm may need to, but may not be limited to, follow in three phases:

1. Design and Pre-Construction Communications – In this phase, a plan is developed delineating how the community will be informed throughout the life of the project. The community is provided with information regarding design, when the project is to commence and how stakeholders will be affected. Meetings are held with stakeholders to introduce the project team and consultant(s) that will be working in the area. During the design phase, the firm will need to be well versed with the city's resilience program and understand any harmonization efforts and potential impacts to properties on each project.

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2. Project Information – This phase begins concurrently with construction and is finalized when the project is substantially complete. Residents, business owners and civic organizations are provided regularly with information relevant to the progress of the work on a regular basis. Meetings are held on an as-needed basis with individual stakeholders or interested groups. The Public Information Liaison (PIL) serves as a connector between residents, stakeholders, business group(s), user departments, and the Neighborhood Affairs Division.
3. Post-Construction Communications – In this phase, project-close out information is sent out to stakeholders informing them that construction has been finalized and providing them with contact information for various owner agencies. The awarded PIL consultant for any given project shall be responsible for turning over all final documents for future use of the City.

3. STATEMENT OF WORK REQUIRED. This Statement of Work describes and defines 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. This includes, but is not limited to, those operations necessary for mobilization, the movement of personnel, equipment, supplies, expertise, incidentals, permits, notifications, and fees associated with such notifications, if any.

The City shall request consultant services on an as-needed basis. There is no guarantee that any or all of the services described in this RFQ will be assigned during the term of this resulting agreement. Further, the Consultant is providing these services on a non-exclusive basis. The City, at its option, may elect to have any of the services set forth herein performed by other consultants or City staff.

3.1 DEFINITIONS

3.1.1 Consultant(s) - The Consultant is the Successful Proposer(s) retained by the City to perform Public Information Outreach Services on Neighborhood Improvement Projects (NIPs) described in this Scope of Services.

3.1.2 City - The City of Miami Beach

3.1.3 Department - City Departments, including but not limited to Office of Capital Improvement Projects (CIP), Transportation, Environmental & Sustainability, Marketing and Communications and the City Manager's Office.

3.1.4 Authorization to Commence Work - A letter, or written communication, issued by the Project Manager (or his/her designee) authorizing the Consultant to commence work on a specific task. Completion due dates and fees are specified in this document.

3.1.5 Project Manager - The City's staff member(s), manager(s) or consultant(s) with overall responsibility and authority to oversee the Public Information Outreach Services on Neighborhood Improvement Projects (NIPs)

in Miami Beach.

3.1.6 Task Assignment - One or more tasks assigned under this contract in connection with the Public Information Outreach Services on Right of Way and Facilities Projects in the City of Miami Beach.

3.2 JOB CLASSIFICATIONS AND DESCRIPTIONS

3.2.1 Project Manager: Primary point of contact with the City's Project Manager (or his/her designee) on overall activities of the contract; ensures contract compliance; manages budgets and invoices; executes special projects and performs QA/QC on all collateral materials. Responsible for entire staff assigned to this contract to include staff supervision and work production. Works with City's Project Manager on streamlining processes and developing cost effective methods of doing business.

3.2.2 Public Information Liaison: Serves as liaison between project stakeholders and Neighborhood Affairs Division. Assists the Neighborhood Affairs Division and user department for project related information and due to extensive interaction with the City of Miami Beach community, bilingual (English/Spanish) is strongly desired; completes all necessary documents listed in the external communication plan; identifies potential impacts to the public as a result of construction plans; prepares and disseminates collateral materials to the public; develops strategic alliances and partnerships with appropriate parties; prepares and presents project information for meetings; coordinates resolution of issues; record public meetings; maintains database of stakeholders; maintains project issue log; prepares information for updating website; edits website content; create and edit (for the City's approval) social media content, drafts media responses in writing as needed; coordinates and staffs formal and informal public meetings; arranges field meetings and special events and executes other duties relevant to the position.

3.2.3 Assistant Public Information Liaison: Provides support to the public information liaison for each of the tasks listed above. Should be able to create a database, conduct door-to-door outreach and assist with other clerical needs. (English/Spanish) is desired. Assist stakeholder followup and interaction, particularly in regards to harmonization documents. The position will be utilized at the decision of the project team for certain needs. Should have an understanding of communication tools, the external communications plan, virtual meeting software, and will execute other duties relevant to the position.

3.2.4 Graphic Designer: Designs and maintains collateral materials; creates and updates templates and newsletter layouts; depicts project information on maps that serve as visual explanations to stakeholders; assist in the products of Audio/Video (A/V) or web content for social media; performs other duties relevant to the position. Familiarity with municipal governments and/or construction concepts are a plus.

3.3 CONSULTANT RESPONSIBILITIES

3.3.1 Coordination with the City:

All aspects of each task shall be coordinated through the Office of Marketing and Communications, Director (or his/her designee); All authorizations and approvals shall be in writing and executed by the Neighborhood Affairs Manager (or his/her designee) prior to the commencement of work.

3.3.2 Services to be provided:

The following procedures are general for all projects. One or more of them may be necessary depending on the scope of the project. The necessary steps will be identified, and a schedule of activities will be established by the City's Project Manager in coordination with the Neighborhood Affairs Manager.

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If the procedural regulations referenced herein are revised or superseded before the services by the CONSULTANT are rendered, compliance with the most up-to-date version and/or amendments/statutes will be required.

3.3.3 Public Relations, Community Involvement and Customer Service:

The successful firms may be tasked with the following duties and responsibilities:

- Close coordination with the Neighborhood Affairs Division staff
- Developing public involvement plans in close coordination with the external communication plan
- Developing project-related informational materials
- Collateral production (English/Spanish)
- Social media needs – Photography & Video Content production and editing as needed
- Communicating project information and addressing citizen/stakeholder concerns
- Take all phone calls related to the individual project
- Preparing related media communications and informational materials
- Preparing talking points
- Preparing information for dissemination through the Neighborhood Affairs Division and/or user department
- Ability to create, plan and execute effective mailers using every door direct mail (EDDM) or other services
- Coordinating emergency communications
- Preparing emergency collateral quickly and effectively
- Developing presentations and talking points
- Planning, organizing and attending special events and meetings
- Preparing audio/video presentations
- Ability to record public meetings and public comments
- Writing newsletters and feature stories
- Translating collateral material developed
- Designing and developing templates and graphics informational materials (usually maps that depict project information)
- Preparing web content and web copywriting
- Developing ads
- Coordinating franchise utility communication
- Arranging and documenting field meetings
- Stakeholder satisfaction surveys
- Coordinating media/special events such as public meetings, block parties, community meetings, and ribbon cuttings, etc.
- Prepare and present encroachment information for public projects
- Prepare and present harmonization agreements and related documents
- Prepare, plan, execute and document harmonization meetings as needed
- Coordinate special events as needed
- Ability to host virtual meetings using Zoom, Microsoft teams or other appropriate platforms
- Ability to send and respond to emails through a city domain (if assigned).
- Ability to send mass emails through email marketing software, through the City's or awarded firm(s) own.

3.1 Interested Parties. Interested parties are invited to submit proposals in accordance with Section 0300. A Pre-proposal conference will be held in accordance with Section 0100, Sub-sections 6 and 7. All proposals will be evaluated in accordance with the criteria found in Section 0400.

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4. ANTICIPATED RFQ TIMETABLE. The tentative schedule for this solicitation is as follows:

RFQ Issued	June 26, 2025
Pre-Proposal Meeting	July 7, 2025
Deadline for Receipt of Questions	July 25, 2025
Responses Due	August 11, 2025
Evaluation Committee Review	TBD
Tentative Commission Approval	TBD
Contract Negotiations	Following Commission Approval

5. PROCUREMENT CONTACT. Any questions or clarifications concerning this solicitation shall be submitted to the Procurement Contact noted below:

Procurement Contact:

Danny Flores

Telephone:

(305)673-7000, x26652

Email:

dannyflores@miamibeachfl.gov

Additionally, the City Clerk is to be copied on all communications via email at RafaelGranado@miamibeachfl.gov or via facsimile: 786-394-4188.

The Proposal title/number shall be referenced on all correspondence. All questions or requests for clarification must be received no later than fifteen (15) calendar days prior to the date proposals are due as scheduled in Section 0100-5. All responses to questions/clarifications will be sent to all prospective Bidders in the form of an addendum.

6. PRE-PROPOSAL MEETING OR SITE VISIT(S). A pre-proposal meeting or site visit(s) may be scheduled. Attendance for the pre-proposal meeting shall be via web conference and recommended as a source of information but is not mandatory. Bidders interested in participating in the Pre-Proposal Meeting must follow these steps:

TBD

Bidders who are participating should send an email to the contact person listed in this RFQ expressing their intent to participate.

7. PRE-PROPOSAL INTERPRETATIONS. Oral information or responses to questions received by prospective Bidders are not binding on the City and will be without legal effect, including any information received at pre-submittal meeting or site visit(s). The City, by means of Addenda, will issue interpretations or written addenda clarifications that are considered necessary by the City in response to questions. Only questions answered by written addenda will be binding and may supersede terms noted in this solicitation. Addendum will be released through *Bidnet Direct*. Any prospective bidder who has received this RFQ by any means other than through *Bidnet Direct* must register immediately with *Bidnet Direct* to ensure it receives any addendum issued to this RFQ. Failure to receive an addendum may result in disqualification of the Proposal. Written questions should be received no later than the date outlined in the **Anticipated RFQ Timetable** section.

8. CONE OF SILENCE. This RFQ is subject to, and all bidders are expected to be or become familiar with, the City's Cone of Silence Requirements, as codified in Section 2-486 of the City Code. Bidders shall be solely responsible for ensuring that all applicable provisions of the City's Cone of Silence are complied with and shall be subject to any and all sanctions, as prescribed therein, including rendering their response voidable, in the event of such non-compliance. Communications regarding this solicitation are to be submitted in writing to the Procurement Contact named herein with a copy to the City Clerk at rafaelgranado@miamibeachfl.gov

9. ADDITIONAL INFORMATION OR CLARIFICATION. After proposal submittal, the City reserves the right to require additional information from Bidders (or Bidder team members or sub-consultants) to determine qualifications (including, but not limited to, litigation history, regulatory action, or additional references) and financial capability (including, but not limited to, annual reviewed/audited financial statements with the auditors notes for each of their last two complete fiscal years).

10. BIDDER'S RESPONSIBILITY. Before submitting a response, each Bidder shall be solely responsible for making any and all investigations, evaluations, and examinations, as it deems necessary, to ascertain all conditions and requirements affecting the full performance of the contract. Ignorance of such conditions and requirements, and/or failure to make such evaluations, investigations, and examinations, will not relieve the Bidder from any obligation to comply with every detail and with all provisions and requirements of the contract and will not be accepted as a basis for any subsequent claim whatsoever for any monetary consideration on the part of the Bidder.

11. DETERMINATION OF AWARD. The City Manager may appoint an evaluation committee to assist in the evaluation of proposals received. The evaluation committee is advisory only to the city manager. The city manager may consider the information provided by the evaluation committee process and/or may utilize other information deemed relevant. The City Manager's recommendation need not be consistent with the information provided by the evaluation committee process and takes into consideration Miami Beach City Code Section 2-369, including the following considerations:

- (1) The ability, capacity, and skill of the Bidder to perform the contract.
- (2) Whether the Bidder can perform the contract within the time specified, without delay or interference.
- (3) The character, integrity, reputation, judgment, experience, and efficiency of the Bidder.
- (4) The quality of performance of previous contracts.
- (5) The previous and existing compliance by the Bidder with laws and ordinances relating to the contract.

The City Manager may recommend to the City Commission the Bidder(s) s/he deems to be in the best interest of the City or may recommend rejection of all proposals. The City Commission shall consider the City Manager's recommendation and may approve such recommendation. The City Commission may also, at its option, reject the City Manager's recommendation and select another Proposal or Proposals that it deems to be in the best interest of the City, or it may also reject all Proposals.

12. NEGOTIATIONS. Following selection, the City reserves the right to enter into further negotiations with the selected Bidder. Notwithstanding the preceding, the City is in no way obligated to enter into a contract with the selected Bidder in the event the parties are unable to negotiate a contract. It is also understood and acknowledged by Bidders that no property, contract, or legal rights of any kind shall be created at any time until and unless an Agreement has been agreed to, approved by the City, and executed by the parties.

13. E-VERIFY. As a contractor, you are obligated to comply with the provisions of Section 448.095, Fla. Stat., "Employment Eligibility." Therefore, you shall utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the Contractor during the term of the Contract and shall expressly require any subcontractors performing work or providing services pursuant to the Contract to utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the Contract term.

14. BIDNET DIRECT. The Procurement Department utilizes Bidnet Direct, as its electronic bidding (e-Bid) platform. If you would like to be notified of available competitive solicitations released by the City, you must register through Bidnet Direct, www.bidnetdirect.com/florida/cityofmiamibeach. Registration is easy and will only take a few minutes. For detailed instructions on registering and submitting electronic bids, visit <https://www.miamibeachfl.gov/city->

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[hall/procurement/for-approval-how-to-become-a-vendor/](#).

If you have any questions regarding this system or registration, please visit the link above or contact Bidnet Direct at support@Bidnet.com or 1-800-835-4603 option 2.

15. HOW TO MANAGE OR CREATE A VENDOR PROFILE ON VENDOR SELF SERVICE (VSS). In addition to registering with Bidnet Direct, the City encourages vendors to register with our online Vendor Self-Service web page, allowing City vendors to easily update contacts, attachments (W-9), and commodity information. The Vendor Self-Service (VSS) webpage (<https://selfservice.miamibeachfl.gov/vss/Vendors/default.aspx>) will also provide you with purchase orders and payment information.

Should you have any questions or comments, do not hesitate to submit them to vendorsupport@miamibeachfl.gov.

16. SUPPLIER DIVERSITY. The City has established a registry of LGBT-owned businesses, as certified by the National LGBT Chamber of Commerce (NGLCC), and small and disadvantaged businesses, as certified by Miami-Dade County. See authorizing resolutions [here](#).

If your company is certified as an LGBT-owned business by NGLCC or as a small or disadvantaged business by Miami-Dade County, click on the link below to be added to the City's supplier registry (Vendor Self-Service) and bid system (Bidnet Direct, Supplier-to-Government). These are two different systems, and it is important that you register for both.

Click to see acceptable certification and to register: <https://www.miamibeachfl.gov/city-hall/procurement/how-to-become-a-vendor/>.

SECTION 0200

GENERAL CONDITIONS

FORMAL SOLICITATIONS TERMS & CONDITIONS - GOODS AND SERVICES. By virtue of submitting a proposal in response to this solicitation, the Bidder agrees to be bound by and in compliance with the Terms and Conditions for Services (dated 10.27.2022), incorporated herein, which may be found at the following link:

<https://www.miamibeachfl.gov/city-hall/procurement/standard-terms-and-conditions/>

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SECTION 0300

PROPOSAL SUBMITTAL INSTRUCTIONS AND FORMAT

1. ELECTRONIC RESPONSES (ONLY). Proposals must be submitted electronically through Bidnet Direct on or before the date and time indicated. Hard copy proposals or proposals received through email or facsimile are not acceptable and will be rejected.

A bidder may submit a modified proposal to replace all or any portion of a previously submitted proposal until the deadline for proposal submittals. The City will only consider the latest version of the bid.

Electronic proposal submissions may require the uploading of attachments. All documents should be attached as separate files in accordance with the instructions included in Section 4 below. Attachments containing embedded documents or proprietary file extensions are prohibited. It is the Bidder's responsibility to ensure that its bid, including all attachments, is uploaded successfully.

Only proposal submittals received and time stamped by Bidnet Direct prior to the proposal submittal deadline shall be accepted as submitted in a timely manner. Late bids cannot be submitted and will not be accepted. Bidders are cautioned to allow sufficient time for the submittal of bids and uploading of attachments. Any technical issues must be submitted to Bidnet Direct by contacting support@Bidnet.com or 1-800-835-4603 option 2. The City cannot assist with technical issues regarding submittals and will in no way be responsible for delays caused by any technical or other issue.

It is the sole responsibility of each Bidder to ensure its Proposal is successfully submitted in Bidnet Direct prior to the deadline for proposal submittals.

2. NON-RESPONSIVENESS. Failure to submit the following requirements shall result in a determination of non-responsiveness. Non-responsive proposals will not be considered.

1. Bid Submittal Questions (submitted electronically via the question tab in Bidnet Direct).
2. Failure to comply with the Minimum Eligibility Requirements (if applicable).

3. OMITTED OR ADDITIONAL INFORMATION. Failure to complete and submit the Bid Submittal Questions (submitted electronically via the question tab in Bidnet Direct) with the bid and by the deadline for submittals shall render a proposal non-responsive. With the exception of the Bid Submittal Questions (submitted electronically via the question tab in Bidnet Direct), the City reserves the right to seek any omitted information/documentation or any additional information from the Bidder or other source(s), including but not limited to any firm or principal information, applicable licensure, resumes of relevant individuals, client information, financial information, or any information the City deems necessary to evaluate the capacity of the Bidder to perform in accordance with contract requirements. Failure to submit any omitted or additional information in accordance with the City's request shall result in the Proposal being deemed non-responsive.

4. ELECTRONIC PROPOSAL FORMAT. In order to maintain comparability, facilitate the review process, and assist the Evaluation Committee in review of proposals, it is strongly recommended that proposals be organized and tabbed in accordance with the tabs and sections as specified below. The electronic submittal should be tabbed as enumerated below and contain a table of contents with page references. The electronic Proposal shall be submitted through the "Documents" attachment tab in Bidnet Direct.

TAB 1	Cover Letter, Table of Contents, and Minimum Qualification Requirement
<p>1.1 Cover Letter and Table of Contents. The table of contents should indicate the tabs, sections with tabs, and page numbers to facilitate the evaluation committee's review. The cover letter must be signed by a principal or agent able to bind the firm.</p>	
TAB 2	Experience and Qualifications
<p>2.1 Organizational Chart: An organizational chart depicting the structure and lines of authority and communication for all firms, principals, and personnel (and resumes for each) involved in the project. Include information that describes the intended structure regarding project management, accountability and compliance with the terms of the RFQ.</p> <p>2.1.2 Key Team Members. Provide a comprehensive summary that elaborates on the experience and qualifications of the following key team members:</p> <ul style="list-style-type: none"> • Project Manager • Public Information Liaison • Assistant Public Information Liaison • Graphic Designer <p>2.2 Relevant Experience of Prime Proposer: Submit at least three (3) detailed projects with information regarding the history, relevant experience and proven track record of providing the scope of services as identified in this solicitation to public sector clients, municipal governments, agencies or levels of government for the firm and/or its principals. For each project that the proposer (inclusive of the project manager, public information liaison, assistant public information liaison, and graphic designer) submits as evidence of similar experience, the following is required: project description, role of the firm and responsibilities, agency (client) name, agency (client) contact, contact telephone and email, month and year the whole project was started and completed, and your firm's term of engagement. For each project provide the following:</p> <ol style="list-style-type: none"> a. project name and scope of services provided; b. name of individuals that worked on the referenced project that have been included in Section 2.1 above. c. client; d. client project manager and contact information; e. costs of the services provided; and f. term of the engagement. <p>2.3 Relevant Experience of Sub-consultant(s)/Sub-contractor(s) (if applicable): Summarize projects where the Sub-consultant(s)/Sub-contractor(s) and/or its principals have provided professional public information outreach services, to public sector clients, municipal governments, agencies or other levels of government. For each project provide the following:</p> <ol style="list-style-type: none"> a. project name and scope of services provided; b. name of individuals that worked on the referenced project that have been included in Section 2.1 above. c. client; d. client project manager and contact information; e. costs of the services provided; and term of the engagement. f. Resumes for each assigned team member of the sub-consultant(s)/sub-contractor(s) <p>2.4 Evidence of Prior Working Experience: If sub-consultant(s)/sub-contractor(s) are included in the proposal, submit evidence that the proposed team has successfully collaborated on prior projects. For each project, submit the project description, agency name, agency contract, contact telephone & email, year(s), and term of engagement.</p>	

TAB 3

Approach and Methodology

Submit detailed information on the approach and methodology that the Proposer and its team has utilized on previous engagements to accomplish a similar scope of work, including detailed information, as applicable, which addresses, but need not be limited to:

- Project specific approach to handling communication for neighborhoods, Homeowner Associations (HOAs), versus parks, NIP's, facilities and public information campaigns.
- General communications plan for public information and outreach.
- Demonstrate an understanding of various construction project methods such as design-bid-build vs. design-build construction. Suggest innovative ways to communicate with and/or educate the public on the differences, drawbacks, benefits of each, etc.
- Additional cost-effective methods, that may not currently be in use by the City, to actively engage and keep stakeholders informed. Note that current cost-effective methods currently utilized by the City include: Email blasts via Constant Contact and/or regular email; project pages on the Miami Beach website and associated websites; door- to-door distributions; Maintenance of Traffic for all projects posted on the City's website or GIS' website; as needed, regular construction updates are sent out for each individual project; Adobe design and Indesign products (and similar software) outreach collateral templates, in various common formats, are available for use; and meetings with HOAs/affected stakeholders occur regularly.
- Description of the quality assurance and quality control (QA/QC) process used by the Proposer to ensure sufficient management of the contract and required deliverables.
- Description of the intended billing and invoicing procedure.
- Demonstrate and illustrate the ability to inform the public of any of the following topics by submitting a sample video (archival or new) up to three (3) minutes in length: Sargassum, a Design/Bid/Build vs. Design/Build process, or harmonization process as it relates to neighborhood improvements.

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SECTION 0400

PROPOSAL EVALUATION

1. EVALUATION COMMITTEE. An Evaluation Committee, appointed by the City Manager, may meet to evaluate each Proposal in accordance with the qualitative criteria set forth below. In doing so, the Evaluation Committee may review and score all proposals received, with or without requiring presentations. It is important to note that the Evaluation Committee is advisory only and does not make an award recommendation to the City Manager or the City Commission. The City Manager will utilize the results to take one of the following actions:

- a. In the event that only one responsive Proposal is received, the City Manager, after determination that the sole responsive Proposal materially meets the requirements of the RFQ, may, without an evaluation committee, recommend to the City Commission that the Administration enter into negotiations or
- b. The City Manager may recommend that the City Commission authorize negotiations or award a contract to one or more firms in accordance with Section 0100, Sub-section 12, or
- c. The City Manager may Recommend that the City Commission short-list one or more firms for further consideration by the Evaluation Committee or
- d. The City Manager may recommend to the City Commission that all firms, if more than one (1) responsive submittal is received, be rejected.

2. PRESENTATIONS BY SHORT-LISTED FIRMS. If a short-listing of firms responding to this RFQ is approved, the short-listed firms may be required to make presentations to and be interviewed by the Evaluation Committee. In further considering the short-listed firms, the Evaluation Committee will utilize the criteria set forth in Sub-section 4 below.

3. TECHNICAL ADVISORS. The City, at its discretion, may utilize technical or other advisers to assist the evaluation committee or the City Manager in evaluating proposals.

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4. EVALUATION CRITERIA. Responsive, responsible proposals will be evaluated in accordance with the following criteria:

Qualitative Criteria (Points Assigned by Evaluation Committee)		Maximum Points
Experience & Qualifications (Tab 2)		50
Approach & Methodology (Tab 3)		50
TOTAL AVAILABLE POINTS for Qualitative Criteria		100
Quantitative Criteria (Points Assigned by Procurement Department)		Maximum Points
Veteran's Preference Points		5
TOTAL AVAILABLE POINTS for Qualitative and Quantitative		105

5. QUALITATIVE CRITERIA. The Evaluation Committee shall review responsive, responsible proposals and assign points for the qualitative factors only. The Evaluation Committee shall not consider quantitative factors (e.g., veteran's preference) in its review of proposals. The Evaluation Committee shall act solely as an advisory to the City Manager. The results of the Evaluation Committee process do not constitute an award recommendation. The City Manager may utilize, but is not bound by, the results of the Evaluation Committee process, as well as consider any feedback or information provided by staff, consultants, or any other third party in developing an award recommendation in accordance with Section 0100, Sub-section 10. In its review of proposals received, the Evaluation Committee may review and score all proposals, with or without conducting interview sessions, in accordance with the evaluation criteria.

6. QUANTITATIVE CRITERIA. Following the results of the evaluation of the qualitative criteria by the Evaluation Committee, the Bidders may receive additional points, which will be added by City staff. Veterans' Preference points will be assigned in accordance with Section 2-374 of the City Code.

7. DETERMINATION OF FINAL RANKING. The sum of the evaluation criteria points will be converted to rankings in accordance with the example below:

		Bidder A	Bidder B	Bidder C
Committee Member 1	Qualitative Points	82	74	80
	Quantitative Points	10	5	0
	Total	92	79	80
	Rank	1	3	2
Committee Member 2	Qualitative Points	82	85	72
	Quantitative Points	10	5	0
	Total	92	90	72
	Rank	1	2	3
Committee Member 2	Qualitative Points	90	74	66
	Quantitative Points	10	5	0
	Total	100	79	66
	Rank	1	2	3
Low Aggregate Score		3	7	8
Final Ranking*		1	2	3

It is important to note that the results of the proposal evaluation process in accordance with Section 0400 do not represent an award recommendation. The City Manager will utilize the results of the proposal evaluation process and any other information he deems appropriate to develop an award recommendation to the City Commission, which may differ from the results of the proposal evaluation process and final rankings.

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APPENDIX A

MIAMI BEACH

Special Conditions

2025-423-DF
Public Information Outreach (PIO)
Services

PROCUREMENT DEPARTMENT
1755 Meridian Avenue, 3rd Floor
Miami Beach, Florida 33139

1. **TERM OF CONTRACT.** The term of the Agreement resulting from this RFQ shall be for an initial term of three (3) years.
2. **OPTION TO RENEW.** The City, through its City Manager, will have the option to extend for one (1) two-year renewal term or two (2) one-year renewal terms at the City Manager's sole discretion. The successful Contractor shall maintain, for the entirety of any renewal period, the same terms and conditions included within the originally awarded contract. Continuation of the contract beyond the initial period, and any option subsequently exercised, is a City prerogative and not a right of the successful Contractor.
3. **COST ADJUSTMENTS.** On or about the anniversary of each contract year, the Contractor may request, and the city manager may approve, a cost adjustment based on documented cost increases for the following contract year. Cost adjustments should be limited to changes in the applicable Bureau of Labor Statistics index for the local region or other verifiable evidence of price increases. The Contractor's adjustment request must substantiate the requested increase. The City of Miami Beach, through its city manager, reserves the right to approve a requested adjustment or may terminate the Agreement and readvertise for bids for the goods or services.
4. **NEGOTIATIONS.** Upon approval of selection by the City Commission, negotiations between the City and the selected Consultant will take place to arrive at a mutually acceptable Agreement, including the final scope of services, deliverables, and cost of services.
5. **COMPETITIVE SPECIFICATIONS.** It is the goal of the City to maximize competition for the project among suppliers & contractors. Consultant shall endeavor to prepare all documents, plans and specifications that are in accordance with this goal. Under no condition shall the Consultant include means & methods or product specifications that are considered "sole source" or restricted without prior written approval of the City.
6. **CHANGE OF PROJECT MANAGER.** A change in the Consultant's project manager (as well as any replacement) shall be subject to the prior written approval of the Neighborhood Affairs Division (Manager or Director) or user department Director. Replacement (including reassignment) of an approved project manager or public information officer shall not be made without submitting a resume for the replacement staff person and receiving prior written approval from the aforementioned staff (i.e., the City project manager).
7. **SUB-CONSULTANTS.** The Consultant shall not retain, add, or replace any sub-consultant without the prior written approval of the City Manager in response to a written request from the Consultant stating the reasons for any proposed substitution. Any approval of a sub-consultant by the City Manager shall not in any way shift the responsibility for the quality and acceptability by the City of the services performed by the sub-consultant from the Consultant to the City. The quality of services and acceptability to the City of the services performed by sub-consultants shall be the sole responsibility of the Consultant.
8. **LICENSURE.** Consultant(s) shall require employees performing work for this contract to hold and maintain the adequate license or certification necessary (County, State, or otherwise) to successfully complete the work herein specified throughout the contract term.

APPENDIX B

MIAMI BEACH

Sample Contract

2025-423-DF
Public Information Outreach (PIO)
Services

**BY VIRTUE OF SUBMITTING A PROPOSAL, THE FIRM HEREBY TAKES NO EXCEPTIONS
TO THE TERM AND CONDITIONS NOTED IN THIS SAMPLE CONTRACT**

PROCUREMENT DEPARTMENT
1755 Meridian Avenue, 3rd Floor
Miami Beach, Florida 33139

APPENDIX C

MIAMI BEACH

INSURANCE REQUIREMENTS

2025-423-DF
Public Information Outreach (PIO)
Services

PROCUREMENT DEPARTMENT
1755 Meridian Avenue, 3rd Floor
Miami Beach, Florida 33139

**TYPE 7 – PROFESSIONAL SERVICES
(NON-CONSTRUCTION)
INSURANCE REQUIREMENTS**

The vendor shall maintain the below required insurance in effect prior to awarding the contract and for the duration of the contract. The maintenance of proper insurance coverage is a material element of the contract and failure to maintain or renew coverage may be treated as a material breach of the contract, which could result in withholding of payments or termination of the contract.

- A. Workers' Compensation Insurance for all employees of the Contractor as required by Florida Statute Chapter 440 and Employer Liability Insurance with a limit of no less than \$1,000,000 per accident for bodily injury or disease. Should the Contractor be exempt from this Statute, the Contractor and each employee shall hold the City harmless from any injury incurred during performance of the Contract. The exempt contractor shall also submit (i) a written statement detailing the number of employees and that they are not required to carry Workers' Compensation insurance and do not anticipate hiring any additional employees during the term of this contract or (ii) a copy of a Certificate of Exemption.
- B. Commercial General Liability Insurance on an occurrence basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than \$1,000,000 per occurrence, and \$2,000,000 general aggregate.
- C. Automobile Liability Insurance covering any automobile, if vendor has no owned automobiles, then coverage for hired and non-owned automobiles, with limit no less than \$1,000,000 combined per accident for bodily injury and property damage.
- D. Professional Liability (Errors & Omissions) Insurance appropriate to the Consultant's profession, with limit no less than \$1,000,000.

Additional Insured - City of Miami Beach must be included by endorsement as an additional insured with respect to all liability policies (except Professional Liability and Workers' Compensation) arising out of work or operations performed on behalf of the contractor including materials, parts, or equipment furnished in connection with such work or operations and automobiles owned, leased, hired or borrowed in the form of an endorsement to the contractor's insurance.

Notice of Cancellation - Each insurance policy required above shall provide that coverage shall not be cancelled, except with notice to the City of Miami Beach c/o EXIGIS Insurance Compliance Services.

Waiver of Subrogation – Vendor agrees to obtain any endorsement that may be necessary to affect the waiver of subrogation on the coverages required. However, this provision applies regardless of whether the City has received a waiver of subrogation

endorsement from the insurer.

Acceptability of Insurers – Insurance must be placed with insurers with a current A.M. Best rating of A:VII or higher. If not rated, exceptions may be made for members of the Florida Insurance Funds (i.e. FWCIGA, FAJUA). Carriers may also be considered if they are licensed and authorized to do insurance business in the State of Florida.

Verification of Coverage – Contractor shall furnish the City with original certificates and amendatory endorsements, or copies of the applicable insurance language, effecting coverage required by this contract. All certificates and endorsements are to be received and approved by the City before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the Contractor's obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements, required by these specifications, at any time.

CERTIFICATE HOLDER MUST READ:

City of Miami Beach
c/o Exigis Insurance Compliance Services
P.O. Box 947 Murrieta, CA 92564

Kindly submit all certificates of insurance, endorsements, exemption letters to our servicing agent, EXIGIS, at:

Certificates-miamibeach@riskworks.com

Special Risks or Circumstances - The City of Miami Beach reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

Compliance with the foregoing requirements shall not relieve the vendor of his liability and obligation under this section or under any other section of this agreement.