



MEMORANDUM

Agenda Item No. 11(A)(1)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

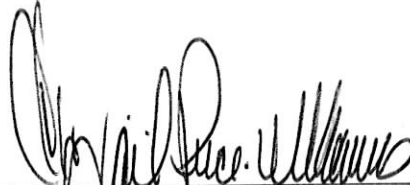
DATE: December 1, 2009

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution directing the Mayor or his
Designee to develop a web-based
online advertising system

Resolution No. R-1381-09

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Bruno A. Barreiro and Co-Sponsor Vice-Chairman Jose "Pepe" Diaz.



R. A. Cuevas, Jr.
County Attorney

RAC/cp



MEMORANDUM

(Revised)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: December 1, 2009

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(1)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised**
- 6 weeks required between first reading and public hearing**
- 4 weeks notification to municipal officials required prior to public hearing**
- Decreases revenues or increases expenditures without balancing budget**
- Budget required**
- Statement of fiscal impact required**
- Ordinance creating a new board requires detailed County Manager's report for public hearing**
- No committee review**
- Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous____) to approve**
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor

Agenda Item No. 11(A)(1)

Veto _____

12-1-09

Override _____

RESOLUTION NO. R-1381-09

RESOLUTION DIRECTING THE MAYOR OR HIS DESIGNEE TO DEVELOP A WEB-BASED ONLINE ADVERTISING SYSTEM TO ENSURE THAT ALL LEGALLY REQUIRED ADVERTISEMENTS AND PUBLIC NOTICES ARE PLACED ON THE MIAMI-DADE WEB PORTAL PRIOR OR CONTEMPORANEOUSLY TO BEING PUBLISHED IN NEWSPAPERS IN ORDER TO BETTER COMMUNICATE WITH THE RESIDENTS OF MIAMI-DADE COUNTY

WHEREAS, the Miami-Dade County Web Portal is an extremely useful and valuable communications channel designed to provide the residents of Miami-Dade County with access to a considerable variety of County information in order to enhance communication between the County and its residents; and

WHEREAS, an increasing number of County residents rely on the internet as their preferred method for obtaining news and information; and

WHEREAS, this increasing dependence by County residents on the internet for information mandates that Miami-Dade County ensure the legally required advertisements and public notices it publishes in newspapers are also placed on the Miami-Dade Web Portal in order for County information to be thoroughly disseminated and accessible to all County residents; and

WHEREAS, Miami-Dade County currently does not have a system to ensure that all legally required advertisements and public notices designated for publication in newspapers are also placed on the Miami-Dade Web Portal prior or contemporaneously to being published; and

WHEREAS, the effectiveness of the Miami-Dade Web Portal would be enhanced by the creation of a web-based online advertising system designed to ensure that County residents can rely on the Miami-Dade Web Portal, as well as newspapers, to view legally required advertisements and public notices issued by Miami-Dade County,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the Mayor or his Designee and the Clerk of the Board are directed to develop a web-based online advertising system to ensure that all legally required advertisements and public notices are posted on the Miami-Dade Web Portal prior or contemporaneously to being published in newspapers in order to maximize the capabilities of the Miami-Dade Web Portal and reach those County residents that rely primarily on the internet for news and information.

The Prime Sponsor of the foregoing resolution is Commissioner Bruno A. Barreiro and the Co-Sponsor is Vice-Chairman Jose "Pepe" Diaz. It was offered by Commissioner **Barbara J. Jordan**, who moved its adoption. The motion was seconded by Commissioner **Katy Sorenson** and upon being put to a vote, the vote was as follows:

	Dennis C. Moss, Chairman	aye	
	Jose "Pepe" Diaz, Vice-Chairman	aye	
Bruno A. Barreiro	absent	Audrey M. Edmonson	aye
Carlos A. Gimenez	aye	Sally A. Heyman	aye
Barbara J. Jordan	aye	Joe A. Martinez	aye
Dorrin D. Rolle	aye	Natacha Seijas	aye
Katy Sorenson	aye	Rebeca Sosa	absent
Sen. Javier D. Souto	aye		

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The Chairperson thereupon declared the resolution duly passed and adopted this 1st day of December, 2009. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK



By: **DIANE COLLINS**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

A handwritten signature in black ink, appearing to read "R. Ruiz", is written over a horizontal line.

Rodolfo A. Ruiz

Legal Notifications – Newspaper Advertising vs. Online Advertising

	Newspapers Advertisements	Online at miamidade.gov
Accessibility	7% of the population in Miami-Dade County is paying to receive the print edition of the Miami Herald. ¹ 1% of the population is paying to receive the Daily Business Review. ²	64% of the population in Miami-Dade County is accessing the internet. ³
Availability	For a charge, available through home delivery, newsstands, and racks.	Available world-wide, 24/7 on any computer or free of charge at any County library, Service Direct office, various County parks, or other agencies.
Archiving	Must contact the newspaper company to purchase archived notices.	Instantly locate and print archived notices for free, using a search function.
Posting	Ads appear within two business days.	Immediate posting of notification.
Email Alerts	Not available.	Subscribers can receive instant email alerts for legal ads.
Automated Ad Placement/Posting	Not available.	Departments can immediately post legal advertisements online in one easy step, and have them automatically removed by date.
Cost to Residents to View Legal Notice	The Miami Herald and Daily Business Review are available for a subscription fee and/or can be purchased individually at newsstands.	Free.

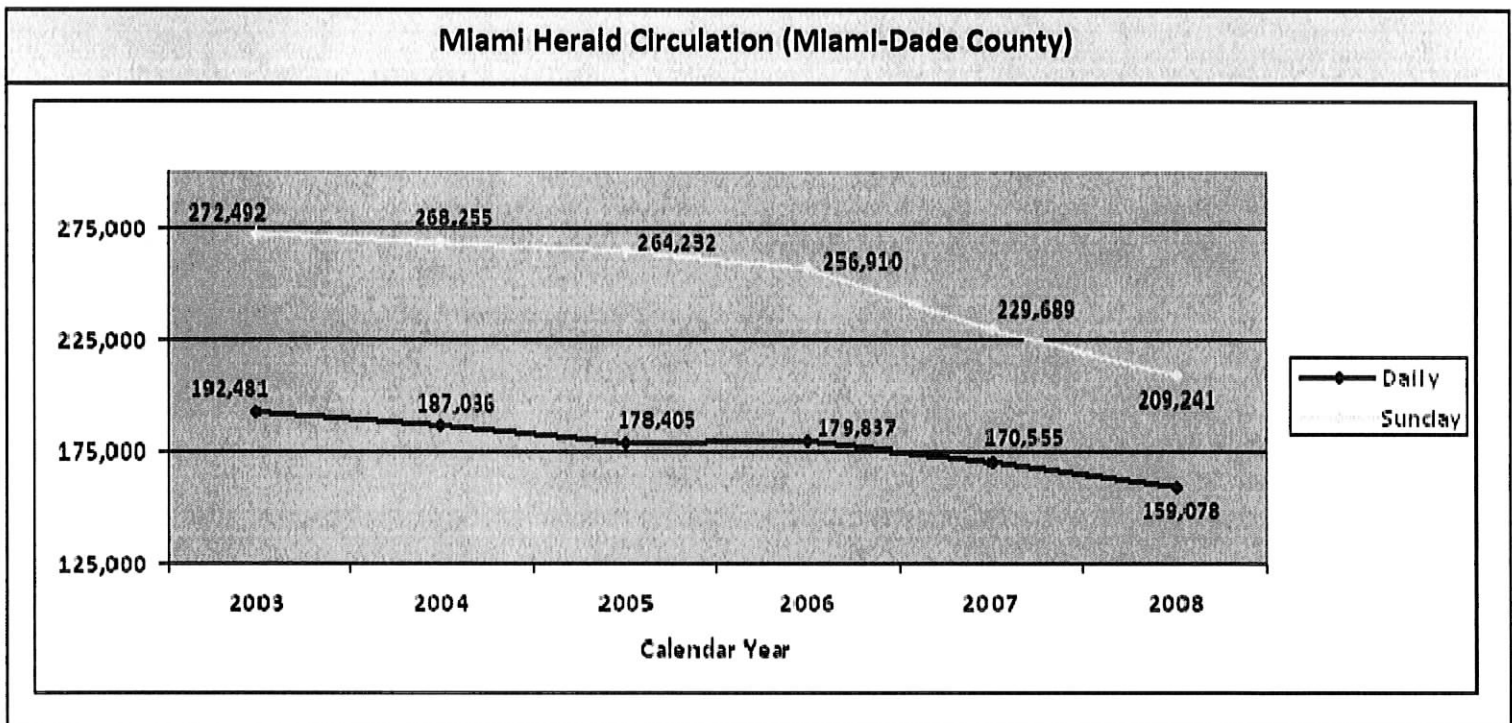
¹ Miami Herald, Scarborough (Release 1 2009 Aug 08 - Jan 09)

² Daily Business Review, Scarborough (Release 1 2009 Aug 08 - Jan 09)

³ Scarborough (Release 1 2009 Aug 08 - Jan 09)

The newspaper industry is in decline . . .

- A number of local and national papers are either up for sale, going out of business, considering mergers, cutting staff, publishing fewer days a week, or converting to an online-only format.
 - For example, long-established newspapers such as the Rocky Mountain News, Ann Arbor News, and the Seattle Post-Intelligencer no longer publish print versions of their newspaper, while the company that owns the Chicago Tribune has filed for bankruptcy.¹
 - The circulation of large metropolitan dailies such as The Atlanta Journal-Constitution, The Boston Globe, The Los Angeles Times, and The Philadelphia Inquirer is rapidly declining.²
- At least 120 newspapers in the U.S. have reportedly shut down since January 2008 according to Paper Cuts, a Web site devoted to tracking the newspaper industry.³
- According to a recent Pew Research Center report, only one-third of Americans polled say they would considerably “miss” the newspaper if it were no longer around.⁴
- The chart below demonstrates that the circulation of the Miami Herald, the only English daily newspaper in Miami-Dade County, has been in decline over the last several years:



Source: The Miami Herald Media Company

¹ Stephanie Chen, *Newspapers fold as readers defect and economy sours* (March 19, 2009), available at <http://www.cnn.com/2009/US/03/19/newspaper.decline.layoff/index.html?iref=newssearch>.

² Greg Bensinger, *U.S. Newspapers' Decline in Circulation Accelerates* (April 27, 2009), available at <http://www.bloomberg.com/apps/news?pid=newsarchive&sid=aJf0ZOXN22jY>.

³ Paper Cuts Data available at http://graphicdesignr.net/papercuts/?page_id=1441.

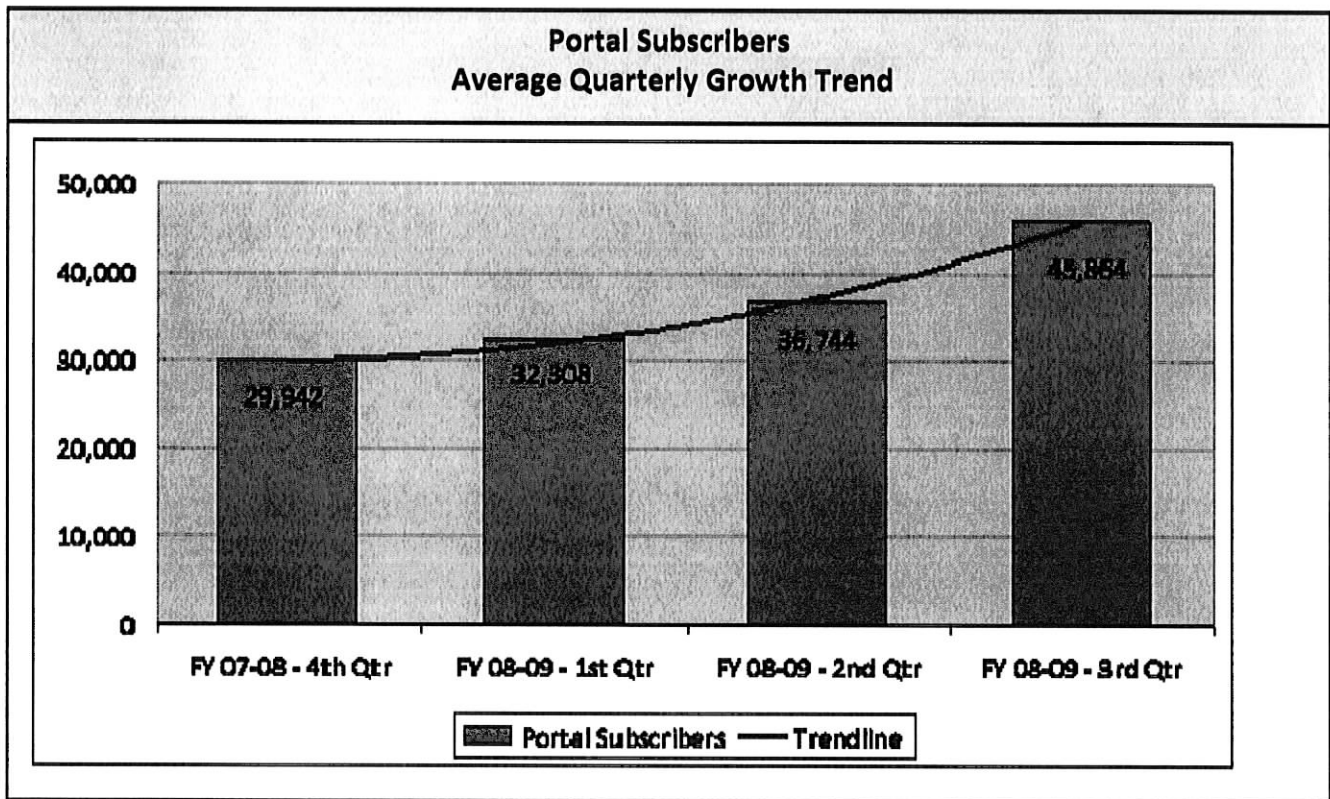
⁴ Pew Research, *Stop the Presses? Many Americans Wouldn't Care a Lot if Local Papers Folded* (March, 12, 2009), available at <http://pewresearch.org/pubs/1147/newspapers-struggle-public-not-concerned>.

... While the internet continues to grow.

- Over the last decade, while the newspaper industry has struggled, the internet has continued to grow. It is abundant, accessible, and in many cases free.
- Miami is ranked as the No. 6 most wired city in America, according to a 2009 Forbes magazine survey.⁵
- More and more people are using high-speed internet connections and smart phones to get their news.⁶
- Online legal notifications are becoming a preferred method of communicating public notices to residents, as exemplified by the Department of Procurement Management, which now places legal notifications of its Requests for Proposals on the Miami-Dade County Web Portal.⁷

Increase in Portal Subscriptions

- The Government Information Center offers exclusive products for miamidade.gov subscribers. This unique content enhances subscribers' knowledge of Miami-Dade County news and information. Over the course of one calendar year, subscribers to miamidade.gov have increased by 66% (from 29,177 to 48,532).



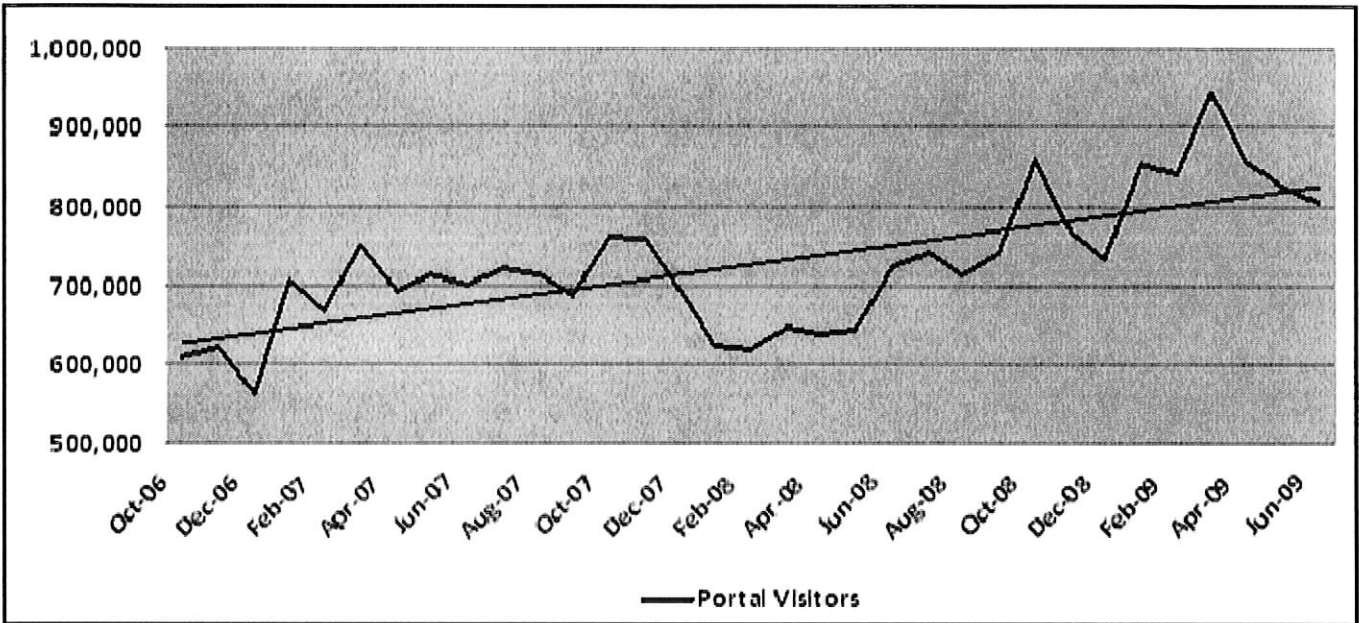
Source: Miami-Dade County, Government Information Center

⁵ Elizabeth Woyke, *Top 30 Most-Wired American Cities* (January 22, 2009), available at http://www.forbes.com/2009/01/22/wired-cities-2009-tech-wire-cx_ew_0122wiredcities.html.

⁶ Stephanie Chen, *Newspapers fold as readers defect and economy sours* (March 19, 2009), available at <http://www.cnn.com/2009/US/03/19/newspaper.decline.layoff/index.html?iref=newssearch>.

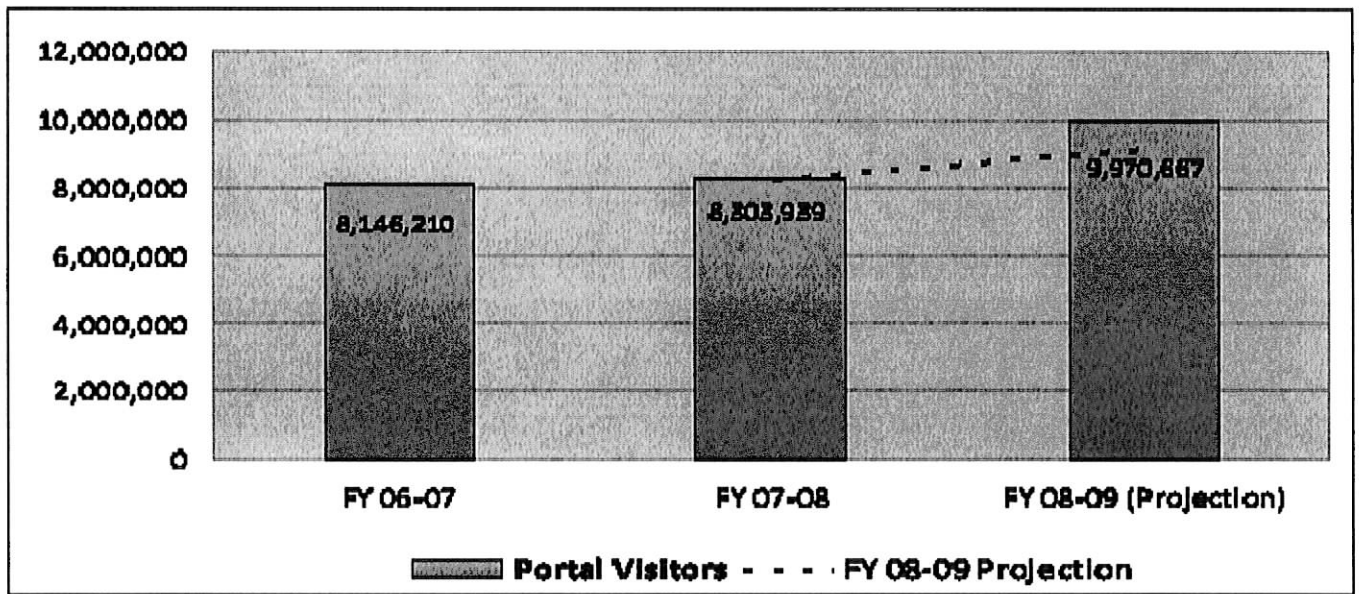
⁷ Requests for Proposals available at <http://services.miamidade.gov/DPM/SolicitationList.aspx>.

Portal Visitor Trend (Oct 06 – Jun 09)



Source: Miami-Dade County, Government Information Center

Portal Visitor Trend (FY)



Source: Miami-Dade County, Government Information Center

There is growing interest in providing legal notifications on government websites.

- The Florida Legislature is considering a measure (House Bill 1477 and Senate Bill 2292) that would give government entities the option to advertise legally required public notices on publicly accessible websites.¹
- The Senate Committee on Community Affairs is conducting an interim project to determine the current costs of legal print notices and the potential savings associated with changing legally required advertisements and public notices from newspapers to government websites.²

¹ Available at

http://www.flsenate.gov/session/index.cfm?Mode=Bills&Submenu=1&BI_Mode=ViewBillInfo&Billnum=1477&Year=2009

² Available at

<http://www.myfloridahouse.gov/Sections/Documents/loaddoc.aspx?FileName=2009s2292.ca.docx&DocumentType=Analysis&BillNumber=2292&Session=2009>



MEMORANDUM
BRUNO A. BARREIRO
Board of County Commissioners
District 5

TO: Honorable Carlos Alvarez, Mayor
FROM: Bruno A. Barreiro *Bruno Barreiro*
SUBJECT: Timing of Notices on Miami-Dade Web Portal
DATE: June 22, 2009

An ad for Request for Proposals No. 0410 Human and Social Services Community-Based Funding appeared in the Miami Herald today on page 5B. The information is not posted on the Web Portal in the Main page, Grants Coordination page, or the Request for Proposal (RFP) page of Grants Coordination. I am concerned that in this instance and others, County information is not on the Portal first. All advertising deadlines are prior to print date, which allows the opportunity for all information to be placed on the Portal first or concurrent to ad print date. Attached is the RFP ad as it appeared in the Miami Herald and copies of the pages mentioned previously with today's date.

I am exploring sponsoring legislation to this effect. Miami-Dade Web Portal is a wonderful tool that should be used to the fullest extent on behalf of the residents of Miami-Dade County.

BAB/mbg

c: George Burgess, County Manager
R. A. Cuevas, Jr., County Attorney
Dianne Collins, Clerk of the Board Division

Request for Proposals No. 0410 Human and Social Services Community-Based Funding

Miami-Dade County is soliciting proposals to disburse County General Funds for human and social services for County residents. Eligibility to apply for this funding is limited to 501(c)(3) not-for-profit organizations, including churches.

Private (not-for-profit) providers and/or faith-based providers are needed to provide services in the following Service Priority Areas: 1) Basic Needs; 2) Children and Adults with Disabilities; 3) Children, Youth, and Families; 4) Criminal Justice; 5) Elder Needs; 6) Health; 7) Immigrants/New Entrants; 8) Other, including community and economic development; 9) Special Needs; 10) Workforce Development; and 11) Parks Programming.

Interested parties may obtain a copy of the Request for Proposal [No. 0410], which will be available after 1:00 P.M., Tuesday, June 30, 2009 by calling or visiting the Miami-Dade County Office of Grants Coordination (OGC), 111 NW 1st Street, 22nd Floor, Miami, Florida 33128, (305) 375-4742 or by downloading all files from the Miami-Dade County OGC web site after registering as a potential proposer at <http://www.miamidade.gov/OGC/rfpNo0410-smallLogin.asp>. The deadline for submission of proposals is 2:00 P.M. (E.S.T.), Monday, August 31, 2009 at the Miami-Dade County, Clerk of the Board of County Commissioners, 111 N.W. 1st Street, 17th Floor, Suite 202, Miami, Florida 33128-1983.

Pre-Proposal Conferences will be held throughout the County on the following dates and in the following locations:

- 1) South Dade Regional Library, 10750 SW 211th Street, Miami, FL 33189, Saturday, July 18, 2009, 9:30 am - 12:30 pm;
- 2) West Dade Regional Library, 9445 Coral Way, Miami, FL 33165, Monday, July 20, 2009, 4:30 pm - 7:30 pm;
- 3) North Dade Regional Library, 2455 NW 183rd Street, Miami, FL 33056, Wednesday, July 22, 2009, 4:30 pm - 7:30 pm;
- 4) Joseph Caleb Center Auditorium, 5400 NW 22nd Avenue, Miami, FL 33142, Thursday, July 23, 2009, 9:00 am - 12:00 pm; and
- 5) Main Library, 101 W. Flagler Street, Miami, FL 33130, Friday, July 24, 2009, 10:00 am - 1:00 pm.

Attendance at one of the Pre-Proposal Conferences is strongly recommended. In order to maintain a fair and impartial competitive process, the County can only answer questions at the Pre-Proposal Conferences and must avoid private communication with prospective proposers during the proposal preparation and evaluation period. This RFP is subject to the Code of Silence Section 4.02 of the Miami-Dade County Home Rule Amendment and Charter and Section 2-11.1 of the Code of Miami-Dade County.

Miami-Dade County is not liable for any cost incurred by the proposer in responding to this RFP, and it reserves the right to modify or amend the proposal deadline schedule if it is deemed necessary and in the best interest of Miami-Dade County. The County also reserves the right to accept or reject any or all proposals, to waive any minor technicalities or irregularities, and to award the contracts in the best interest of Miami-Dade County.

The contact person for this RFP, Mr. Daniel T. Wall, Director, Office of Grants Coordination, may be contacted at (305) 375-4742 or dtw@miamidade.gov.

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12/2/09



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Site Highlights

June 22, 2009

Watch It On-Demand
 Get Miami-Dade's latest programming online, On-Demand. You're sure to find everything from neighborhood news to ideas for summer fun. You pick the program, you choose the time. Watch it anytime, anywhere, On-Demand!
 > Watch It On-Demand
 > Check out *Inside County Jobs*
 > Watch the latest *Green Scene*

[Hurricane season](#)

[Stay & save](#)

[Stay connected](#)

[» more](#)

The Recovery Act
 The American Recovery and Reinvestment Act is a federal effort to revitalize our economy and help our country thrive in the 21st century. The County has launched a Recovery Act website.
 > See what's going on in Miami-Dade
 > Sign up for local Recovery Act updates

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Headline News

- Web Feed**
- Miami-Dade County receives 20 NACo Awards new***
 Miami-Dade County was presented with 20 awards by the National Association of Counties (NACo). The 2009 Achievement Awards recognize innovative county government programs that better serve residents.
 - Enjoy a day of family fun in honor of Pops**
 Celebrate not only your dad, but all the men who've been a father figure in your life -- be it your stepfather, uncle, grandfather or brother -- with these events throughout the County.
 - Free Investments workshops on your lunch hour! new***
 The Main Library hosts a series of free investment workshops throughout the summer. Jason Whitby, Senior Financial Advisor, *Investor Solutions* will offer tips on becoming a smarter investor and retirement planning.
 - Metrobus service adjustments**
 Effective Sunday, June 14, 2009, more than 60 bus routes will be adjusted. Find out ones are changing.
 - Tips for a safe summer vacation**
 Miami-Dade Fire Rescue (MDFR) would like all residents to have a fun and safe summer vacation.
 - Save money this hurricane season**
 Don't break your budget this hurricane season! Check out these tips for preparedness on a budget.

[More...](#)

Featured Events

06-22-2009 01:30 PM	Tax Increment Financing and Coordinating Committee
06-22-2009 02:00 PM	Housing Finance Authority - Moved to June 29, 2009
06-22-2009 06:00 PM	Naranja Lakes CRA Board Meeting
06-23-2009 12:30 PM	Industrial Development Authority
06-24-2009 08:30 PM	Commission for Women monthly meeting

[» All County Events](#)

Watch It On-Demand

[Inside County Jobs](#)
 Erika joins a team of landscaping wizards to make some

Mayor Carlos Alvarez

A New Treasure for Miami International Airport
 Iconic murals will welcome passengers who pass through the airport's South Terminal starting June 25.

[» Read full message](#)
[» Read past messages](#)

Commission News

Visit Commissioner Seljas's District 13 website

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[Watch Webcast meetings](#)

- County Officials**
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Welcome to the Office of Grants Coordination Website!

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OGC News

Save the Date: Monday, May 18, 2009, 8 a.m. to 12:30 p.m. Recovery Act 2009: The Impact to Nonprofit Services and Clients in Miami-Dade County

Learn how nonprofits can access stimulus supported services for their clients, through the special relief being provided to communities that nonprofits typically serve and through provisions that would authorize new federal funds for existing grant programs and limited opportunities that nonprofits could apply for to serve their local communities.

- » View the [workshop materials](#)

ARRA Grant Opportunities

The Office of Grants Coordination (OGC) is actively researching the federal government's Recovery.gov and Grants.gov websites to find current grant opportunities associated with the American Recovery and Reinvestment Act.



- » View the [ARRA related current grant opportunities found by the Office of Grants Coordination](#)

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- [Dade-Miami Criminal Justice Council](#)
- [Miami-Dade HIV/AIDS Partnership](#)
- [Youth Crime Task Force](#)

About the Office of Grants Coordination

The Office of Grants Coordination (OGC) was created on October 1, 2008 when County Manager George Burgess pulled together resources from the Office of Strategic Business Management (Revenue Maximization and Grants Coordination Division and Ryan White Program); Department of Human Services; Office of Community and Economic Development; and Park and Recreation Department, in order to manage and foster revenue maximization efforts in all County agencies and to administer the funding provided to community-based organizations (CBOs).

"By bringing these elements together and managing the function as a consolidated organization, monitoring of the various groups that receive County funding will be more coordinated and a new performance-based evaluation system can be implemented countywide," wrote the Manager in his Budget Message on June 24, 2008 recommending this new department.

The Office of Grants Coordination (OGC) is responsible for the administration, monitoring, and technical assistance for community-based organizations (CBOs); identifying and promoting funding opportunities; and maximizing revenue support to County agencies and organizations. OGC serves as a one-stop shop for administering and monitoring the County's effort with CBO allocations and the federal Ryan White HIV/AIDS Treatment Modernization Act grant, and to leverage the County's limited resources through the effective development of alternative revenue sources.

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6/22/2009



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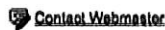
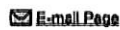
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Request For Proposals (RFPs)

All Request for Proposals (RFPs) issued by the Office of Grants Coordination will be posted and made available for downloading from this page. The next RFP is anticipated to be released in May/June 2009. Please revisit our website for RFP updates and news releases.

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