

**DEPARTMENTAL INPUT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION**

Rev 1

New contract
 OTR
 CO
 SS
 BW
 Emergency
 Previous Contract/Project No:

Re-Bid
 Other
 LIVING WAGE APPLIES: ___ YES ___ X NO

Requisition/Project No: RQGI1600003 TERM OF CONTRACT: 5 years with 0 year options-to-renew

Requisition/Project Title: Marketing, Public Relations, and Community Engagement Pool

Description: Marketing, Public Relations, and Community Engagement Pool

User Department(s): Communications Department

Issuing Department: Communications Department

Estimated Cost: \$500,000 5 year

Contact Person: Angelica Suarez Phone: 305-375-4572

Funding Source: General Funds

ANALYSIS

Commodity/Service No:
918-76 Marketing Consulting Serv.
961-53 Marketing Services

SIC:

Trade/Commodity/Service Opportunities

Contract/Project History of Previous Purchases For Previous Three (3) Years
Check Here if this is a New Contract/Purchase with no Previous History

	EXISTING	2 ND YEAR	3 RD YEAR
Contractor:			
Small Business Enterprise:			
Contract Value:			
Comments:			

Continued on another page (s): ___ Yes ___ No

RECOMMENDATIONS

SBE	Set-Aside	Sub-Contractor Goal	Bid Preference	Selection Factor
		%		
		%		
		%		
		%		

Basis of Recommendation:

Signed: Caroline Burgos

Date to DBD: 4/14/2016

Date Returned to DPM: _____

SECTION 2 – SPECIAL TERMS AND CONDITIONS

2.1 PURPOSE

This Request to Qualify (RTQ) will establish a pool of pre-qualified vendors to provide marketing related services for the Miami-Dade County Communications Department. These marketing related services are to include, but not limited to, outreach, media relations, market research, public relations, community engagement, public education, and other programs impacting Miami-Dade County residents, on an as-needed basis.

Entry into the pre-qualification pool is not a contract between MDC and any member of the pool, but rather is an acknowledgement that the pool member satisfies the pre-qualification criteria set forth below for membership in the pool. Pre-qualified vendors will be invited to participate in future spot market competitions. The pool shall remain open for the term of the RTQ, enabling vendors to qualify at any time after the initial RTQ opening date.

2.2 TERM

The pre-qualification pool will begin on the first calendar day of the month succeeding approval by the Board of County Commissioners, or designee, unless otherwise stipulated in the Notice of Award Letter which is distributed by the County's Internal Services Department, Procurement Management Services Division, and contingent upon the completion and submittal of all required RFQ documents. The pre-qualification pool shall expire on the last day of the last month of the sixtieth (60th) month period.

2.4 PREQUALIFICATION REQUIREMENTS

Qualified Respondents will be invited to participate on non-recurring projects as an invitation for quote providing a proposal per project/service requested. Marketing Pool services include six (6) groups: 1) Market Research, Strategy & Analytics, 2) Branding & Creative Services, 3) Campaign Execution, 4) Audio and Visual Production, 5) Media and Public Relations, and 6) Engagement Marketing Services & Community Engagement and Outreach.

All Responses must be submitted with the provided Pre-Qualification Response Form and supporting documentation. Respondents should submit the following information with the Pre-Qualification Response Form:

A. Group A: Market Research, Strategy Development & Analytics

1. Provide experience record (copies of analyses, reports, studies, findings, recommendations, marketing decks, infographics, etc.) for two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing Market Research, Strategy Development and Analytics Services.
2. Submit two (2) references to demonstrate that the Respondent is regularly engaged in the business of providing Market Research, Strategy Development & Analytics Services that included any or all of the following assessments: media plan development, marketing

communications strategy, database marketing strategy, customer survey data collection and analysis, and campaign result analysis. The references must be from customers that have received the services described in this solicitation within the last twelve (12) months from the Respondent. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Respondent's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

B. Group B: Branding & Creative Services

1. Provide experience record (copies of graphic design portfolios, projects, awards and results) for three (3) projects completed within the last five (5) years to demonstrate a minimum of three (3) years of experience in performing branding and creative services. The records should include creative, concepts, creative designs and/or video production used in previous campaigns or projects
2. Submit three (3) references to prove that the Respondent is regularly engaged in the business of providing Branding and Creative Services that included any or all of the following assessments: brand development, creative campaigns, creative briefs, and audio/visual presentations. The references must be from customers that have received the services described in this solicitation within the last twelve (12) months from the Respondent. Provide a point of contact and an email address. A contact person shall be someone who has personal knowledge of the Respondent's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

C. Group C: Campaign Execution

1. Provide experience record (copies of media plans, examples of media placement and content used in such placements with results of campaign execution) for two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing campaign execution services. The records should include a marketing portfolio illustrating creative concepts, creative design, copywriting, and video production used in previous campaigns or projects.
2. Submit two (2) references to prove that the Respondent is regularly engaged in the business of providing Campaign Execution Services that included any or all of the following assessments: creative integrated campaign development, paid and earned media placement, and campaign management. The references must be from customers that have received the services described in this solicitation within the last twelve (12) months from the Respondent. Provide a point of contact and an email address. A contact person shall be someone who has personal knowledge of the Respondent's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

D. Group D: Audio and Visual Production

1. Provide experience record (copies of production, design portfolios, awards and results) for three (3) projects completed within the last five (5) years to demonstrate a minimum of three (3) years of experience in performing Audio and Visual production.

2. Submit three (3) references to demonstrate that the Respondent is regularly engaged in the business of providing Audio and Visual Production Services that included any or all of the following assessments: photography, pre-production, production, and post-production. The references must be from customers that have received the services described in this solicitation within the last twelve (12) months from the Respondent. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Respondent's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

E. Group E: Media & Public Relations Services

1. Provide experience record (copies of PR portfolios and results) for two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing Media and Public Relations Services that included any or all of the following assessments: use of multiple communication channels and promotion through earned media.
2. Submit two (2) references to demonstrate that the Respondent is regularly engaged in the business of providing Media and Public Relations Services that included any or all of the following assessments: development and execution of multi-media advertising plans, development and execution of public relations plan for earned media, and development of a crisis public relations strategy. The references must be from customers that have received the services described in this solicitation within the last twelve (12) months from the Respondent. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Respondent's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

F. Group F: Engagement Marketing Services & Community Engagement and Outreach

1. Provide experience record for two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing Community Engagement and Outreach, and Engagement Marketing Services.
2. Submit two (2) references to demonstrate that the Respondent is regularly engaged in the business of providing Community Engagement and Outreach and Engagement Marketing Services that included any or all of the following assessments: development and execution of engagement marketing strategy, field assessments, and implementation of community based partnerships, engagement initiatives and results. The references must be from customers that have received the services described in this solicitation within the last twelve (12) months from the Respondent. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Respondent's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

2.5 METHOD OF AWARD: PRE-QUALIFIED VENDORS, BY GROUP

Approved Respondent(s) will be placed in a prequalified pool by group. The groups are as follows: Group A: Market Research, Strategy & Analytics; Group B: Branding & Creative Services; Group C: Campaign Execution; Group D: Audio and Visual Production; Group E: Media and Public Relations; and Group F: Engagement Marketing Services & Community Engagement and Outreach. These groups will be accessed by the County departments using a Spot Market quotation.

All Respondents submitting qualification documents are required to submit all specified information, documents and attachments as proof of compliance to the qualification requirements. Respondents must identify in the submittal the group(s) for which they are submitting. Miami-Dade County, at its sole discretion, may allow a Respondent to complete the qualification requirements information/documents during the evaluation period. The County reserves the right to verify the information submitted by the Respondent and to obtain and evaluate additional information, as it deems necessary to ensure the Respondent's qualifications. The County shall be sole judge of the Respondent's conformance with the qualification requirements and its decision shall be final.

2.6 INDEMNIFICATION AND INSURANCE

2.7 ADDITIONAL SERVICES

At the County's sole discretion the selected Pre-Qualified Vendor(s) may be requested to provide additional services, as defined and required by the Communications Department. The County reserves the right to award additional services for, and updates to, a previously awarded Work Order to the same Vendor selected for the original Work Order or to solicit all applicable pre-qualified vendors.

MIAMI-DADE

SECTION 3 – TECHNICAL SPECIFICATIONS**3.1 INTRODUCTION****3.2 SCOPE OF SERVICES****A. Market Research, Strategy Development & Analytics**

- a. Project/campaign marketing communications strategy
- b. Development of media plans, and marketing toolkit reflective of the key metrics and messages, target audience, and creative direction
- c. Database Marketing
- d. Develop and implement innovative marketing strategies such as guerilla marketing
- e. Develop and establish measurable benchmarks
- f. Digital analytics to measure brand awareness and behavioral changes
- g. Design and implement customer survey research initiatives and deliver customer insights
- h. Pre/Post- results and measures from key research objectives
- i. Trend tracking and quantitative research to determine communications effectiveness
- j. Recommend new opportunities and developments in media consumption
- k. Results Dashboard

B. Branding & Creative Services

- a. Brand Development
 - Creative concepts aligned to marketing strategy and goals
 - Style Guide
- b. Design and graphical elements for project-related informational material
- c. Develop creative campaigns to include: creative concept, creative design, copywriting, video production, graphical design and resizing, layout, creative revisions, etc.
- d. Audio/video presentations
- e. Creative briefs

C. Campaign Execution

- a. Develop creative campaigns to include: creative concept, creative design, copywriting, video production, graphical design and resizing, layout, creative revisions, etc.
- b. Content as needed per media plan:
 - Copywriting: print, radio, TV, web, and social media
 - Content translations: Spanish and Creole
- c. Graphic Design as needed per media plan requirements
- d. Print and production of campaign collateral
- e. Media plan recommendations reflective of the key metrics and messages, target audience, and creative direction
- f. Development and execution of multi-media advertising plans (both paid and earned)
- g. Multimedia marketing collateral
- h. Media Placement
- i. Results Dashboard
- j. Social Media Management / Campaign Execution
 - Development and execution of social media strategy.

- Development of content calendar.
- Development of strategy and tactics for reputation management.
- Creation of content including but not limited to copywriting, original photography, selection of stock photography, graphic design, animated gifs, and video production.
- Social media engagement through various platforms including, but not limited to, Facebook, Twitter and Instagram.
- Monitor and respond to relevant posts.
- Influencer engagement planning.
- Development of social media campaigns to increase presence of County departments.
- Pre-campaign, ongoing and post-campaign reporting on key analytics including but not limited to URL clicks, follower growth and engagement statistics (i.e., shares, mentions, likes, hashtag uses, sentiment analysis, contest results)
- Provide data-driven recommendations for adjusting campaign messages throughout campaign.

D. Audio and Visual Production

- a. Photography Services to include photography of people, products and events as well as photo editing.
- b. Pre-Production Services
 - Script / Content writing
 - Find and secure location(s) – obtain any permits and clearances
 - Secure Talent - Advertise for on-camera talent and audition talent and choose actor
 - Audition VO talent
 - Line-up extras
 - Secure makeup artist
 - Determine equipment needs and obtain equipment
 - Assign crew and schedule shoot
 - Props/Costumes
 - Rehearsal/Blocking: Run through action, timing it and determining where extras will be placed and what they'll be doing. Make shooting plan.
- c. Production Services
 - Shoot video
 - Design and incorporate graphic design as necessary
 - Record Voiceovers
- d. Post-Production Services
 - Coordinate and secure music through OPUS
- e. Post Production editing and graphic services as necessary

E. Media & Public Relations Services

- a. Media plan recommendations reflective of the key metrics and messages, target audience, and creative direction
- b. Obtain buy-in from various audiences through earned media (news coverage)
- c. Development and execution of earned media through multiple channels

- d. Provide reports that convert earned media coverage into its equivalent for paid advertisement opportunities.
- e. Public relations plan for earned media that includes the use of multiple communication channels, as needed, based on strategic direction and marketing plan

F. Engagement Marketing Services & Community Engagement and Outreach

- a. Develop Public Involvement Plans that will achieve effective community awareness.
- b. Suggest and implement community-based partnerships, engagement initiatives, on- and off- line engagement tools and strategic alliances to enhance brand awareness through customer experience.
- c. Develop strategy, plan and execute engagement marketing to either enhance or complement active marketing campaigns or communications efforts in order to drive engagement.
 - Conduct field assessments for capital projects and identify potential impacts to stakeholders
 - Develop and maintain stakeholder database of target audience or residents impacted by County projects including homeowners, businesses and schools affected by design and construction.
 - Plan, organize and attend special events and meetings, whether public or not, to include briefings with affected parties throughout any or all project phases, as necessary
 - Develop and execute creative community engagement projects through tactics including, but not limited to, guerilla marketing, event activations, and community contests.
 - Engage the community through guerilla marketing tactics, event activations
 - Disseminate collateral materials to the public as a result of projects (capital or other) that impact the community.
 - Provide project updates to community as needed.

