

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

**New**  **OTR**  **Sole Source**  **Bid Waiver**  **Emergency**  **Previous Contract/Project No.**  
**Contract** **N/A**  
**Re-Bid**  **Other**

LIVING WAGE APPLIES: No

Requisition No./Project No.: RQWS1500027/ RTQ-00291 TERM OF CONTRACT: ONE YEAR

Requisition /Project Title: PUBLIC OUTREACH FOR CAPITAL IMPROVEMENT PROJECTS

**Description:**

This Request to Qualify (RTQ) will establish a pool of pre-qualified vendors capable of delivering/providing public outreach services for capital improvement projects for the Miami-Dade County Water and Sewer Department (WASD). 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.

Issuing Department: Water and Sewer Department

<b>User Department</b>	<b>TERM: 1 YEAR</b>	<b>Funding Source</b>	<b>Department Code</b>
WASD	\$500,000.00	Proprietary Revenue	

Contact Person: Tracey Jones Phone: 305-375-4803 Estimate Cost: \$500,000.00

**ANALYSIS**

**Commodity Codes: 915-03 & 915-22**  
 Check here  if this is a new contract/purchase with no previous history.

<b>Contractor:</b>			
<b>Small Business Enterprise:</b>			
<b>Contract Value:</b>			
<b>Comments</b>			
Continued on another page (s):			

**RECOMMENDATIONS**

	Set-aside	Sub-contractor goal	Bid preference	Selection factor
<b>SBE</b>				

**Basis of recommendation:**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Signed: Tracey Jones	Date sent to DBD: 9/11/2015
	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 capable of delivering/providing public outreach services for capital improvement projects for the Miami-Dade County Water and Sewer Department (WASD). 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 one-year period.

**2.3 OPTION TO RENEW**

INTENTIONALLY OMITTED

**2.4 QUALIFICATION CRITERIA**

Vendors shall submit all of the qualifying documents with their submittal form. However, the County may, at its sole discretion and in its best interests, allow vendors to supplement submitted documents in order to satisfy the prequalification criteria. It shall be the sole prerogative of the County to determine the number of vendors who will be included under the pre-qualification pool. During the term of the RTQ, the County reserves the right to add and/or delete pre-qualified vendors.

**2.6 INDEMNIFICATION AND INSURANCE**

Additional or revised insurance requirements may be necessary when performing work in certain County facilities that limit or restrict access. Any change or addition in insurance requirements will be detailed in the Spot Market Quotes for each project needed by WASD.

## SECTION 3 – TECHNICAL SPECIFICATIONS

### **3.1 BACKGROUND**

The Miami-Dade Water and Sewer Department (WASD) is the largest water and wastewater utility in the Southeastern United States operating three regional water treatment plants and three wastewater treatment plants. WASD provides 300 million gallons per day (MGD) of drinking water to 2.6 million residents, visitors and businesses in Miami-Dade County and treats 315 MGD of wastewater. During the next 15-20 years, WASD will be implementing a \$13.5 billion Capital Improvement Program, the largest in Miami-Dade County's history.

This capital improvement program will enhance the water and wastewater system throughout the County. Projects will include upgrades to the treatment plants, pump stations and new water and wastewater lines throughout the community. This will benefit the community in terms of reliability and provide the needed infrastructure for years to come. As a result of construction projects related to this capital improvement program, it is imperative that the community be informed about impacts to their neighborhoods. Effective public outreach is extremely important to the success of this program.

### **3.2 SCOPE OF WORK**

Miami-Dade County is requesting qualifications for Public Information Services Consultant for construction projects impacting Miami-Dade County residents.

This Scope of Services describes and defines activities which may be required by the County for a range of services to include, but not limited to: communications planning and implementation, public relations and community involvement, creation of project collaterals, preparation of audio/video presentations, project planning, coordination and implementation, and other related services.

### **3.2 SERVICES TO BE PROVIDED**

The qualified vendors will be tasked with the following duties and responsibilities:

1. Developing Public Involvement Plans that will achieve effective community awareness
2. Field assessments, identification and creation of databases of stakeholders affected including homeowners, businesses and schools affected by design and construction
3. Creation, design and graphics development for project-related informational material
4. Attending pre-construction and progress meetings
5. Mailings as needed
6. Coordinating emergency communications
7. Developing presentations and talking Points
8. Planning, organizing and attending special events and meetings to include briefings with affected parties including municipalities, schools, businesses and homeowner associations
9. Preparing audio/video presentations
10. Writing newsletters and feature stories

11. Translating collateral material developed
12. Communicating project information and addressing concerns
13. One-on-One coordination with property owners during project phases
14. Engage stakeholders in maintenance of traffic plans throughout the construction phases
15. Provide project updates to community as needed

The qualified firms whom are selected will have extensive interaction with County stakeholders affected by construction projects. They must develop public involvement plans for projects, conduct field assessments and identify potential impacts to the public, prepare and disseminate collateral materials to the public as a result of construction projects, prepare and present project information for meetings, coordinate resolution of issue during construction phase, maintain database of stakeholders, communicate maintenance of traffic plans, prepare and update website information, develop strategic alliances and partnerships; coordinates and staffs formal and information public meetings; designs collateral material, creates templates and newsletter layouts; performs and executes other duties relevant to the position. Services may be required in English, Spanish and Creole.

### 3.3 MINIMUM QUALIFICATIONS

To be qualified to enter into the established pool of pre-qualified vendors, the following minimum qualifications must be met by each proposing vendor.

**A. Experience**

Vendor must have at least three (3) years of experience in Public Outreach. (Employees' experience within the proposing firm may be used to fulfill these years of experience required)

**B. References**

Each vendor must provide three (3) references. One (1) reference must be a government reference that demonstrates you have done Public Outreach with the public sector previously. The other two (2) references may be previously completed project references.

**C. Samples**

Provide two (2) samples of previous Public Improvement Plans (PIP) that your firm implemented and completed for a previous project.

**D. Local Firm**

Vendor must be a local firm that is located in Miami-Dade County, Broward County or Monroe County.



Small Business Development  
 Certified Firms as of  
 September 11, 2015  
 (Certified in Specific Categories Below)

TRADE CATEGORIES		CONTACT	ADDRESS	PHONE / FAX
FIRM NAME	CERT NO.	BUSN.	EXP. DATE	
91503 Advertising/Public Relations (Incl. Skywriting)				
BILMOR WITH ADVERTISING SPECIALTIES, INC.	15582	MICRO/SBE	04/30/2017	
CARMEN MORRIS & ASSOCIATES, INC.	10891	MICRO/SBE	12/31/2017	
CHARESSE CHESTER & ASSOCIATES, INC.	11054	MICRO/SBE	02/28/2018	
CIRCLE OF ONE MARKETING, INC.	11151	MICRO/SBE	05/31/2018	
COMMUNIKATZ, INC.	13973	MICRO/SBE	10/31/2017	
DIAZ & COOPER ADVERTISING, INC.	15583	SBE/GS	04/30/2017	
DIEGO+KBAR+PARTNERS, LLC	15793	MICRO/SBE	10/31/2017	
GLOBALTELL, INC.	15720	MICRO/SBE	08/31/2017	
HOLI COMMUNICATIONS, INC.	12134	MICRO/SBE	04/30/2018	
LOGISTICAL SOURCING, INC. D/B/A LOGISTICAL OUTSOURCING	13915	MICRO/SBE	05/31/2017	
M. GILL & ASSOCIATES, INC.	10520	MICRO/SBE	03/31/2018	
MEDIA RELATIONS GROUP, LLC	10968	MICRO/SBE	03/31/2018	
IRVINE HEADLEY			16155 SW 117th Ave, #B-19 * Miami, FL 33177	305-232-3323 / 305-232-8338
CARMEN MORRIS			15074 SW 127th Ct * Miami, FL 33186	305-278-2395 / 305-278-1528
CHARESSE CHESTER			501 N Biscayne River Dr * Miami, FL 33169-0000	305-944-7564 / 305-944-3867
SUZAN MC DOWELL			2400 NE 2nd Ave, Suite #C * Miami, FL 33137-0000	305-576-3790 / 305-576-3799
ERIC KATZ			P.O. Box 370707 * Miami, FL 33137-0000	305-573-4455 / 305-573-4466
OTMARA DIAZ-COOPER			9200 S Dadeland Blvd, #209 * Miami, FL 33156-0000	305-670-2004 / 305-671-0002
GUILLERMO DIEGO			1691 Michigan Ave, Suite 415 * Miami Beach, FL 33139-0000	305-672-7773 / N/A
OLUYINKA TELLA			1031 NW Ives Dairy Rd, 228 * Miami, FL 33179-0000	954-736-6676 / 954-447-7785
YVETTE HARLESTON-HOLT			610 NW 183 St, Suite 103 * Miami Gardens, FL 33169-0000	305-335-0924 / N/A
ELIZABETH PENALVER			4957 SW 74th Ct * Miami, FL 33155-0000	305-669-4517 / 305-669-4518
MARIE GILL			4770 Biscayne Blvd, Suite #1050 * Miami, FL 33137	305-576-7888 / 305-576-0089
OSCAR GONZALEZ			18001 Old Cutler Rd, Suite #459 * Palmetto Bay, FL 33157-0000	305-254-8598 / 305-256-1613

\* Firms that have timely submitted re-certification applications which are "Under Review" are listed in red. Firms listed in red with "Under Review" designation in the Expiration Date column have not received final approval. You may contact the firm or SBD for approval status.

\*Firms with "Under Review" designations may request an expedited certification review by submitting documentation relative to their participation on an upcoming project. Contact SBD (305-375-2378) for more information.



Small Business Development  
 Certified Firms as of  
 September 11, 2015  
 (Certified in Specific Categories Below)

TRADE CATEGORIES

FIRM NAME CERT NO.	BUSN.	EXP. DATE	CONTACT	ADDRESS	PHONE / FAX
MY CANDY COMPANY LLC D/B/A NORMANDY PRINT 14681	MICRO/SBE	09/30/2017	MICHEL LEGROS	7255 SW 142nd Ter * Miami, FL 33158-0000	305-804-0242 / N/A
PG CREATIVE, INC. 13592	MICRO/SBE	04/30/2018	YVONNE GARCIA	14 NE 1st Ave, Suite 706 * Miami, FL 33132-0000	305-350-7995 / 305-350-0946
THE M NETWORK, INC. 15667	MICRO/SBE	07/31/2018	THOMAS MOZLOOM	7610 NE 4th Ct, Suite 62 * Miami, FL 33138-0000	305-571-1455 / 305-571-1425
THE MORRIS GROUP INCORPORATED D/B/A SONSHINE COMMUNICATIONS 10657	MICRO/SBE	06/30/2017	BERNADETTE MORRIS	152 NE 167th St, #403 * N. Miami Beach, FL 33162-0000	305-948-8063 / 305-948-8074
91522 Communications Marketing Services DIAZ & COOPER ADVERTISING, INC. 15583	SBE/GS	04/30/2017	OTMARA DIAZ-COOPER	9200 S Dadeland Blvd, #209 * Miami, FL 33156-0000	305-670-2004 / 305-671-0002
DUDLY'S PROFESSIONAL SERVICES, INC. 15687	MICRO/SBE	07/31/2017	DUDLY PAUL-ETIENNE	1530 NE 110 St * Miami, FL 33161-0000	305-975-3104 / N/A
GLOBAL SOLUTIONS AGENCY, LLC 15257	MICRO/SBE	03/31/2016	GUYLENE C. BERRY	P O Box 170943 * Hialeah, FL 33017-0000	786-662-9500 / N/A
GOVERNMENT BUSINESS DEVELOPMENT L.L.C. 15575	MICRO/SBE	04/30/2017	EVELJO LEY	555 NE 34th St, Apt. #2406 * Miami, FL 33137-0000	305-546-2655 / 305-579-9254
M. GILL & ASSOCIATES, INC. 10520	MICRO/SBE	03/31/2018	MARIE GILL	4770 Biscayne Blvd, Suite #1050 * Miami, FL 33137	305-576-7888 / 305-576-0089
THE ENTERTAINMENT MARKETING GROUP, INC. DBA THE INTEGRATED MARKETING GROUP 12110	MICRO/SBE	08/31/2017	HERNAND GONZALEZ	7875 SW 82nd Ct * Miami, FL 33143-0000	305-670-0123 / 305-670-7498
VAN VARK CREATIVE ENTERPRISES, INC. 15936	MICRO/SBE	05/31/2018	STEPHANIE VAN VARK	201 NW 7th St, #108 * Miami, FL 33136-0000	305-710-2212 / N/A

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\*Firms with "Under Review" designations may request an expedited certification review by submitting documentation relative to their participation on an upcoming project. Contact SBD (305-375-2378) for more information.

## Washington, Latoya (ISD)

---

**From:** Johnson, Laurie (ISD)  
**Sent:** Friday, September 11, 2015 8:34 AM  
**To:** Washington, Latoya (ISD); Taylor, Coralee (ISD); Adams-Parish, Traci (ISD)  
**Cc:** Young, Hollis (ISD)  
**Subject:** FW: DBD Input for RTQ-00291 (PUBLIC OUTREACH FOR CAPITAL IMPROVEMENT PROJECTS)  
**Attachments:** WASD RTQ - Section 2 and 3.docx; DBD DEPARTMENT INPUT WASD RTQ-00291.doc  
**Importance:** High

Good morning ladies,

Please review the attachment and process as requested.

Thanks

*Laurie Johnson, SBD Section Chief  
Internal Services Department  
Small Business Development  
111 NW 1st Street #19 Floor, Miami, FL 33128  
Phone No. 305-375-3121 / Fax No. 305-375-3160*

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Please consider the environment before you print this email

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**From:** Jones, Tracey L. (ISD)  
**Sent:** Friday, September 11, 2015 8:31 AM  
**To:** Johnson, Laurie (ISD)  
**Subject:** DBD Input for RTQ-00291 (PUBLIC OUTREACH FOR CAPITAL IMPROVEMENT PROJECTS)  
**Importance:** High

Good Morning Laurie,

I will be soliciting a Request to Qualify (RTQ) for WASD for PUBLIC OUTREACH FOR CAPITAL IMPROVEMENT PROJECTS (RTQ-00291).

I have attached the completed DBD form and have attached the scope of services for your reference so your Department will be able to provide measures for this project.

Thank you,

**Tracey Jones**  
Procurement Contracting Officer 2  
Internal Services Department

## Washington, Latoya (ISD)

---

**From:** Taylor, Coralee (ISD)  
**Sent:** Friday, September 11, 2015 11:49 AM  
**To:** Washington, Latoya (ISD)  
**Subject:** FW: DBD Input for RTQ-00291 (PUBLIC OUTREACH FOR CAPITAL IMPROVEMENT PROJECTS)  
**Attachments:** DBD DEPARTMENT INPUT WASD RTQ-00291.doc

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**From:** Johnson, Laurie (ISD)  
**Sent:** Friday, September 11, 2015 11:31 AM  
**To:** Taylor, Coralee (ISD); Adams-Parish, Traci (ISD)  
**Subject:** FW: DBD Input for RTQ-00291 (PUBLIC OUTREACH FOR CAPITAL IMPROVEMENT PROJECTS)

fyi

**Laurie Johnson, SBD Section Chief**  
**Internal Services Department**  
**Small Business Development**  
111 NW 1st Street #19 Floor, Miami, FL 33128  
Phone No. 305-375-3121 / Fax No. 305-375-3160

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---

**From:** Jones, Tracey L. (ISD)  
**Sent:** Friday, September 11, 2015 10:27 AM  
**To:** Johnson, Laurie (ISD)  
**Subject:** RE: DBD Input for RTQ-00291 (PUBLIC OUTREACH FOR CAPITAL IMPROVEMENT PROJECTS)

Hi Laurie,

Sorry, I made a mistake...the funding source is "Proprietary Revenue" (not proprietary funds as stated on the previous form in the email below).

Thank you,

**Tracey Jones**  
Procurement Contracting Officer 2  
Internal Services Department  
Procurement Management Services (ISD/PM)  
☎ 305.375.4803  
☎ 305.375.1083

 [tjones@miamidade.gov](mailto:tjones@miamidade.gov)  
 [www.miamidade.gov/procurement/](http://www.miamidade.gov/procurement/)

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Thank you,

**Tracey Jones**  
Procurement Contracting Officer 2  
Internal Services Department  
Procurement Management Services (ISD/PM)  
 305.375.4803  
 305.375.1083  
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