DEPARTMENTAL INPUT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

New ☑ OTR □ Sole Source □ Bid Waiver □ Emergency Previous Contract/Project No. 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

<table>
<thead>
<tr>
<th>User Department</th>
<th>TERM: 1 YEAR</th>
<th>Funding Source</th>
<th>Department Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>WASD</td>
<td>$500,000.00</td>
<td>Proprietary</td>
<td>Revenue</td>
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</table>

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.

Contractor:

Small Business Enterprise:

Contract Value:

Comments

Continued on another page(s):

RECOMMENDATIONS

<table>
<thead>
<tr>
<th>SBE</th>
<th>Set-aside</th>
<th>Sub-contractor goal</th>
<th>Bid preference</th>
<th>Selection factor</th>
</tr>
</thead>
</table>

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 criteria. 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 collateral, 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 issues 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. (Employee’s 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.
<table>
<thead>
<tr>
<th>TRADE CATEGORIES</th>
<th>FIRM NAME</th>
<th>FIRM NO</th>
<th>BUSN.</th>
<th>EXP. DATE</th>
<th>CONTACT</th>
<th>ADDRESS</th>
<th>PHONE / FAX</th>
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<td>Advertising/Public Relations (Incl. Skywriting)</td>
<td>BILMOR WITH ADVERTISING SPECIALTIES, INC.</td>
<td>15582</td>
<td>MICRO/SBE</td>
<td>04/30/2017</td>
<td>IRVINE HEADLEY</td>
<td>16155 SW 117th Ave, #B-19 * Miami, FL 33177</td>
<td>305-232-3323 / 305-232-8338</td>
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<tr>
<td>Certified Firms as of</td>
<td>CARMEN MORRIS &amp; ASSOCIATES, INC.</td>
<td>16891</td>
<td>MICRO/SBE</td>
<td>12/31/2017</td>
<td>CARMEN MORRIS</td>
<td>15074 SW 127th Ct * Miami FL 33186</td>
<td>305-778-3705 / 305-778-1528</td>
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<td>Small Business Development</td>
<td>CHARESSA CHESTER &amp; ASSOCIATES, INC.</td>
<td>11054</td>
<td>MICRO/SBE</td>
<td>02/28/2018</td>
<td>CHARESSA CHESTER</td>
<td>501 N Biscayne River Dr * Miami, FL 33169-0000</td>
<td>305-944-7564 / 305-944-3367</td>
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<tr>
<td>(Certified in Specific Categories Below)</td>
<td>CIRCLE OF ONE MARKETING, INC.</td>
<td>11151</td>
<td>MICRO/SBE</td>
<td>05/31/2018</td>
<td>SUZAN MC DOWELL</td>
<td>2460 NE 2nd Ave, Suite #C * Miami, FL 33137-0000</td>
<td>305-576-3790 / 305-576-3799</td>
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<td></td>
<td>COMMUNIKATZ, INC.</td>
<td>13973</td>
<td>MICRO/SBE</td>
<td>10/31/2017</td>
<td>ERIC KATZ</td>
<td>P.O Box 37077 * Miami, FL 33137-0000</td>
<td>305-573-4455 / 305-573-4466</td>
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<td>DIAZ &amp; COOPER ADVERTISING, INC.</td>
<td>15398</td>
<td>SBE/GS</td>
<td>04/30/2017</td>
<td>OTMARA DIAZ-COOPER</td>
<td>9200 S Dadeland Blvd, #209 * Miami, FL 33156-0000</td>
<td>305-670-2004 / 305-671-0002</td>
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<td>DIEGO-EKBAR-PARTNERS, LLC</td>
<td>15973</td>
<td>MICRO/SBE</td>
<td>10/31/2017</td>
<td>GUILLERMO DIEGO</td>
<td>1691 Michigan Ave, Suite 415 * Miami Beach, FL 33139-0000</td>
<td>305-672-7773 / N/A</td>
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<td>GLOBALTEL, INC.</td>
<td>15720</td>
<td>MICRO/SBE</td>
<td>08/31/2017</td>
<td>OLUYINKA TELLA</td>
<td>1031 NW Ives Dairy Rd, 228 * Miami, FL 33179-0000</td>
<td>954-736-6676 / 954-447-7785</td>
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<td>HOLT COMMUNICATIONS, INC.</td>
<td>12134</td>
<td>MICRO/SBE</td>
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<td>YVETTE HARLESTON-HOLT</td>
<td>610 NW 183 St, Suite 103 * Miami Gardens, FL 33169-0000</td>
<td>305-335-0924 / N/A</td>
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<td>LOGISTICAL SOURCING, INC. D/B/A LOGISTICAL OUTSOURCING</td>
<td>13915</td>
<td>MICRO/SBE</td>
<td>05/31/2017</td>
<td>ELIZABETH PENALVER</td>
<td>4957 SW 74th Ct * Miami, FL 33155-0000</td>
<td>305-669-4517 / 305-669-4518</td>
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<td>M. GILL &amp; ASSOCIATES, INC.</td>
<td>10520</td>
<td>MICRO/SBE</td>
<td>03/31/2018</td>
<td>MARIE GILL</td>
<td>4770 Bacayme Blvd, Suite #1050 * Miami, FL 33137</td>
<td>305-576-7888 / 305-576-0089</td>
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<td>MEDIA RELATIONS GROUP, LLC</td>
<td>10958</td>
<td>MICRO/SBE</td>
<td>03/31/2018</td>
<td>OSCAR GONZALEZ</td>
<td>18001 Old Cutler Rd, Suite #459 * Palmetto Bay, FL 33157-0000</td>
<td>305-254-8598 / 305-256-1613</td>
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* 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 (305-375-2376) for more information.
## Small Business Development
### Certified Firms as of September 11, 2015
(Certified in Specific Categories Below)

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<th>TRADE CATEGORIES</th>
<th>FIRM NAME</th>
<th>CERT NO.</th>
<th>BUSN.</th>
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<td><strong>PHONE / FAX</strong></td>
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<tr>
<td><strong>MY CANDY COMPANY LLC D/B/A NORMANDY PRINT</strong></td>
<td>MICHELE LEGROS</td>
<td>14681</td>
<td>MICRO/SBE</td>
<td>09/30/2017</td>
<td>7255 SW 142nd Ter * Miami, FL 33158-0000</td>
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<td><strong>PG CREATIVE, INC.</strong></td>
<td>YVONNE GARCIA</td>
<td>13592</td>
<td>MICRO/SBE</td>
<td>04/30/2018</td>
<td>14 NE 1st Ave, Suite 706 * Miami, FL 33132-0000</td>
<td>305-350-7895 / 305-350-0946</td>
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<td><strong>THE M NETWORK, INC.</strong></td>
<td>THOMAS MOZLOOM</td>
<td>15657</td>
<td>MICRO/SBE</td>
<td>07/31/2018</td>
<td>7610 NE 4th Ct, Suite 62 * Miami, FL 33138-0000</td>
<td>305-571-1455 / 305-571-1425</td>
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<tr>
<td><strong>THE MORRIS GROUP INCORPORATED D/B/A SONSHINE COMMUNICATIONS</strong></td>
<td>BERNADETTE MORRIS</td>
<td>10657</td>
<td>MICRO/SBE</td>
<td>06/30/2017</td>
<td>152 NE 167th St, #403 * N. Miami Beach, FL 33162-0000</td>
<td>305-948-8063 / 305-948-8074</td>
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<td><strong>91522 Communications Marketing Services</strong></td>
<td>OTMARA DIAZ-COOPER</td>
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<td>SBE/GS</td>
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<td>9200 S Dadeland Blvd, #209 * Miami, FL 33156-0000</td>
<td>305-670-2004 / 305-671-0002</td>
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<td><strong>DUDLY'S PROFESSIONAL SERVICES, INC.</strong></td>
<td>DUDLY PAUL-ETIENNE</td>
<td>15687</td>
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<td>07/31/2017</td>
<td>1530 NE 110 St * Miami, FL 33161-0000</td>
<td>305-975-3104 / N/A</td>
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<td><strong>GLOBAL SOLUTIONS AGENCY, LLC</strong></td>
<td>GUIVENE C. BERRY</td>
<td>15257</td>
<td>MICRO/SBE</td>
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<td>P.O. Box 170943 * Hialeah, FL 33017-0000</td>
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<td><strong>GOVERNMENT BUSINESS DEVELOPMENT LLC</strong></td>
<td>EVELIO LEY</td>
<td>15575</td>
<td>MICRO/SBE</td>
<td>04/30/2017</td>
<td>555 NE 34th St, Apt. #2406 * Miami, FL 33137-0000</td>
<td>305-546-2655 / 305-579-9254</td>
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<tr>
<td><strong>M. GILL &amp; ASSOCIATES, INC.</strong></td>
<td>MARIE GILL</td>
<td>10520</td>
<td>MICRO/SBE</td>
<td>03/31/2018</td>
<td>4770 Biscayne Blvd, Suite #1050 * Miami, FL 33137</td>
<td>305-576-7888 / 305-576-0089</td>
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<td><strong>THE ENTERTAINMENT MARKETING GROUP, INC. D/B/A THE INTEGRATED MARKETING GROUP</strong></td>
<td>HERNAND GONZALEZ</td>
<td>12110</td>
<td>MICRO/SBE</td>
<td>08/31/2017</td>
<td>7875 SW 82nd Ct * Miami, FL 33143-0000</td>
<td>305-670-0123 / 305-670-7458</td>
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<td><strong>VAN VARK CREATIVE ENTERPRISES, INC.</strong></td>
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<td>201 NW 7th St, #108 * Miami, FL 33136-0000</td>
<td>305-710-2212 / N/A</td>
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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

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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 pleas econsider the environment before you print this email

From: Jones, Tracey L. (ISD)
Sent: Friday, September 11, 20:5 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
From: Johnson, Laurie (ISD)
Sent: Friday, September 11, 2015 11:31 AM
To: Taylor, Coralee (ISD); Adkins-Parish, Traci (ISD)
Subject: FW: DBD Input for RTQ-00291 (PUBLIC OUTREACH FOR CAPITAL IMPROVEMENT PROJECTS)

f.y.i.

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

http://www.miamidade.gov/smallbusiness

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☐ Please consider the environment before you print this email

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
ᴤ 305.375.1083
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
Procurement Management Services (ISD/PM)
☎ 305.375.4803
☎ 305.375.1083
✉ tjones@miamidade.gov
☎ www.miamidade.gov/procurement/

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