

This a draft solicitation for a future competitive contract Miami-Dade County anticipates entering into.

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SECTION 1

GENERAL TERMS AND CONDITIONS:

All Miami-Dade County's general terms and conditions applicable to procurement contracts are posted online. Bidders that receive an award from Miami-Dade County through the competitive procurement process must anticipate the inclusion of these requirements in the resultant Contract. These general terms and conditions are considered non-negotiable and include important instructions and requirements that affect all Bids. By submitting a Bid for a Miami-Dade County solicitation, a Bidder attests to its understanding of these general terms and conditions.

All applicable terms and conditions pertaining to this Solicitation and resultant Contract may be viewed online at the Strategic Procurement Department's webpage by clicking on the below link:

<https://www.miamidade.gov/procurement/library/boilerplate/general-terms-and-conditions-r24-4.pdf>

NOTICE TO ALL BIDDERS:

Bids are to be submitted electronically through a secure mailbox via the Integrated Financial Resources Management System (INFORMS) (<https://supplier.miamidade.gov>) until the date and time indicated in the INFORMS Solicitation End Date published in INFORMS and in this Solicitation document. It is the sole responsibility of the Bidder to ensure that its Bid is in INFORMS before the Solicitation deadline. There is no cost to the Bidder to submit a Bid for a Miami-Dade County Solicitation via INFORMS. Electronic submissions may require the uploading of electronic attachments. The submission of attachments containing embedded documents or proprietary file extensions is prohibited. All documents should be attached as separate files.

For information concerning this Solicitation, use the question/answer feature provided within the Solicitation by INFORMS at <https://supplier.miamidade.gov>. Questions of a material nature must be received prior to the date and time of the INFORMS Solicitation Question & Answer End Date specified in the Solicitation. Material changes, if any, to the Solicitation will be made only by written addendum. (See Mandatory Online Forms and Addendum Acknowledgement section of INFORMS site).

Bidders must allow sufficient time to complete online forms and upload all Bid documents. All information and documents must be fully entered, uploaded, acknowledged ("Confirm") and recorded into INFORMS before the date and time of the INFORMS Solicitation End Date, or the system will **stop** the process and the submission will be considered late and will not be accepted.

No part of a Bid can be submitted via hardcopy, email, or fax.

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If you submit your bid and subsequently an Addendum is issued, failure to submit the bid again by clicking on the "Submit Bid" button, after acknowledging Addenda or editing your bid in INFORMS will result in your bid not being received by the County.

Suppliers/Vendors are encouraged to access the links below to assist with submission of responses to the Solicitation.

Recorded eSupplier Workshop

https://www.miamidade.gov/global/news-item.page?Mduid_news=news1652724628268780

Password: q37%t+pG

Submit a Bid Job Aid

<https://www.miamidade.gov/technology/library/informs/job-aid/submit-a-bid.pdf>

SECTION 2

ADDITIONAL/SPECIAL TERMS AND CONDITIONS

2.1 PURPOSE

The purpose of this Solicitation is to establish a contract for Media Monitoring and Wire Press Release Distribution Services for the Miami-Dade Aviation Department (MDAD).

2.2 TERM OF CONTRACT: FIVE YEARS

This Contract shall commence on the first calendar day of the month succeeding approval of the Contract by the Board of County Commissioners, or designee, unless otherwise stipulated in writing by the County. The Contract shall expire on the last day of the 60th month.

2.3 METHOD OF AWARD

Award of this Contract will be made to the lowest priced responsive, responsible Bidder in the aggregate.

To be considered for award, the Bidder shall offer a price for all items in the Solicitation. Items that will be provided to the County at no cost must show a zero (0) in the price line. The County will determine the Bidder for award by totaling the extended pricing for all items. If a Bidder fails to submit a price for all items in the Solicitation, its offer may be deemed non-responsive.

2.4 BIDDER REQUIREMENTS

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In addition to the requirements detailed in Section 1-General Terms and Conditions, Paragraph 1.2-Instructions to Bidders, the Bidder shall meet the following requirements to be considered for award:

2.4.1 Bidder or Bidder's Subcontractor shall be regularly engaged in the business of providing media monitoring services. Bidder or Bidder's Subcontractor shall provide three (3) **different** references from customers to whom the Bidder or Bidder's Subcontractor has provided or is currently providing media monitoring services as described throughout this Solicitation. In lieu of the references from the Bidder or Bidder's Subcontractor, the County will consider the references from Bidder's key personnel in accordance with Resolution No. 1122-21.

The references should include the customer's company name, and the contact person's name, title, address, telephone number, and e-mail address, who can verify that the Bidder/key personnel/Subcontractor has successfully provided the services (Section 4: Submittal Requirements). These references shall ascertain to the County's satisfaction that the Bidder/key personnel/Subcontractor has sufficient expertise in the industry and its firm is properly equipped to provide the required services.

2.4.2 Bidder shall assign a company representative(s) who is cognizant of industry standards and is authorized to discuss matters pertaining to the resultant contract, and can provide the MDAD Project Manager or designee with support and information. The company representative shall be able to communicate with MDAD's Project Manager and shall have full authority to act on behalf of the Bidder on all matters related to the resultant contract. Bidders are required to provide their designated company representative's name, title, phone number, and e-mail address. All resources shall be available twenty-four (24) hours a day, seven (7) days a week to provide immediate support and expedite services.

2.4.3 Bidders shall submit documentation of the platform(s) and user interface(s) that will be used by MDAD (i.e. login page, user guide, instructions), as well as at least two (2) sample reports that can be generated by the Bidder's services, in accordance with Section 3, Scope of Work/ Technical Specifications, for MDAD's review and approval. The documentation and reports shall ascertain to MDAD's satisfaction that the Bidder's offer demonstrates the proficiency needed to provide media monitoring services as described throughout this Solicitation. MDAD'S decision in this regard shall be final.

The Bidder shall provide all the information, documents and/or attachments listed above to be considered for the award. All information, documents, and/or attachments listed above are due with the Bid by the solicitation's end time and date. The County may, at its sole discretion and in its best interest, allow the Bidder to complete, supplement or supply the required information, documents and/or attachments during the bid evaluation period. Failure to provide all the required information, documents and/or attachments with the Bid

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or, if allowed, as requested by the County during the Bid evaluation period, may result in the Bidder being declared non-responsive or non-responsible.

Bidders are **strongly cautioned** to refrain from providing with their Bid submittal any supplemental/ancillary documentation that is **not** specified in this Solicitation. Such documentation (i.e. a proposal, price quote, company literature, marketing material, etc.) is **not** required or desired to be provided for this Solicitation. During the bid evaluation period, the County's Strategic Procurement Department will review the information, documents and/or attachments submitted by the Bidder, may request additional information from the Bidder, and/or obtain additional information from available sources, to completely evaluate the Bidder's submittal and ascertain that the Bidder meets the stipulated requirements and determine the Bidder's ability to perform under a resulting Contract. The County shall be sole judge of a Bidder's compliance with requirements and the Bidder's ability to perform under a resulting Contract. Failure to meet the stipulated requirements or to demonstrate ability to perform under a resulting Contract, as determined by the County, may result in the Bidder being declared non-responsible.

During a resulting Contract, the Bidder has an obligation to advise the County of any changes, intended or otherwise, to the evidence given in compliance with the requirements in this Solicitation.

2.5 PRICES

- 2.5.1** Bidder must provide pricing in INFORMS indicating one (1) unit price for the line item as described, in accordance with all applicable terms and conditions of this Solicitation. Estimated annual quantities are provided for Bidders guidance only. Refer to Section 1, Paragraph 1.9, Quantities.
- 2.5.2** Bidder's prices shall be inclusive of all necessary labor, staffing, materials, equipment, and any other element of cost or price required to provide the services detailed in this Solicitation.
- 2.5.3** The Awarded Bidder may offer incentive discounts to MDAD's Project Manager, or designee for any line items at any time during the Contract term, including any extension thereof.
- 2.5.4** In accordance with General Terms and Conditions, Section 1.3 Preparation of Bids, alternate bids are NOT allowed.

2.6 PRICE ADJUSTEMENT BASED ON CPI

The Bidders' prices shall be inclusive of all costs, delivery, charges, and fees. Additional charges of any kind will not be accepted.

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The initial contract prices shall remain fixed and firm for a period of no less than twelve (12) months from the contract's effective date. Thereafter, prices may be adjusted upward or downward as follows:

The County may elect to negotiate price adjustments with Awarded Bidder(s) (decreases or increases) based on changes in the (link) [Consumer Price Index for All Urban Consumers \(CPI-U\)](#), Series ID: CUURS35BSA0, CUUSS35BSA0, Titled All items in Miami-Fort Lauderdale-West Palm Beach, FL, All Urban Consumers, Not Seasonally Adjusted, as published by the U.S. Bureau of Labor Statistics (BLS). The **Base CPI Index** for adjustments will be the Index published by the BLS for the referenced CPI Series in the **month and year when the solicitation ended** (or the month prior to the solicitation's end date if the solicitation's end month is not published by the BLS), and the **Base Price** shall be the **contract's initial price(s)**.

The period used to calculate the adjustment will begin in the month when the solicitation ended (or the month prior to the solicitation's end date if the solicitation's end month is not published by the BLS) and will include as many months as have been published by the BLS at the time of the adjustment.

Refer to Attachment 1 – Sample Price Adjustment Calculation for additional information.

Should the referenced index be discontinued by the BLS, or should its data be unavailable, the County will use the [Consumer Price Index for All Urban Consumers \(CPI-U\)](#), Series ID: CUUR0300SA0, CUUS0300SA0, Titled: All items in South Urban, All Urban Consumers, Not Seasonally Adjusted. Price adjustments may also be negotiated based on other indexes published by the BLS (CPI or PPI) or other economic factors if these economic indicators are evidently proven to have directly affected the contract prices during the contract period.

An Awarded Bidder may initiate a request for price adjustment, the County will review such request as prescribed above and will grant the price adjustment as requested, negotiate with the Awarded Bidder to determine the appropriate price adjustment, or reject the request in its best interest. If the County elects to reject an Awarded Bidder's request for an adjustment, the Awarded Bidder is not excused from continuing to perform under the Contract. Failure of an Awarded Bidder to perform under these circumstances may result in such Awarded Bidder being deemed in breach of contract and the County terminating its Contract with such Awarded Bidder in accordance with Section 1-General Terms and Conditions, Paragraph 1.26-Termination for Default.

Adjusted prices shall remain firm for at least twelve (12) months; thereafter, prices may be readjusted as prescribed above. Any price adjustments authorized by the County shall be formalized by a Contract Modification, originated, and published by the Strategic Procurement Department. Under no circumstances should an Awarded Bidder invoice the County a price that is higher than the price authorized through the contract award or an approved Contract Modification.

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2.7 METHOD OF PAYMENT

The Awarded Bidder shall submit itemized invoices and any associated back-up documentation electronically or in hard copy format, quarterly or as otherwise directed by MDAD, to the County as follows:

Miami-Dade Aviation Department
PO Box 526624
Miami, FL 33152-6624
Attention: Accounts Payable
OR
Email to: payables@miami-airport.com

The County may at any time designate a different address and/or contact person by giving written notice to the other party. Refer to Section 1. General Terms and Conditions, Section 1.36, Invoices, for further requirements.

2.8 INSURANCE

TO BE DETERMINED BY MDAD RISK

2.9 SMALL BUSINESS MEASURES

TO BE DETERMINED BY SBD

2.10 COUNTY USER ACCESS PROGRAM (UAP)

General Terms and Conditions, Section 1.37 does not apply to this Solicitation.

2.11 TRUST AGREEMENT

2.11.1 Incorporation of Trust Agreement by Reference: Notwithstanding any of the terms, provisions and conditions of this Agreement, it is understood and agreed by the parties hereto that the provisions of the Amended and Restated Trust Agreement dated as of the 15th day of December, 2002 as amended from time to time, by and between the County and the JP Morgan Chase Bank as Trustee and Wachovia Bank, National Association as Co-trustee ("the Trust Agreement"), which Trust Agreement is incorporated herein by reference, shall prevail and govern in the event of any inconsistency with or ambiguity relating to the terms and conditions of this Agreement, including the rents, fees or charges required herein, and their modification or adjustment. Copies of the Trust Agreement are available for inspection in the offices of the Department during normal working hours.

The Amended and Restated Trust Agreement link:

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<https://www.miamiairport.com/library/pdfdoc/Propertise/Amended%20and%20Restated%20Trust%20Agreement%202002.pdf>

2.11.2 Adjustment of Terms and Conditions: If, at any time during the term or any extension thereto, as applicable, of this Agreement, a court of competent jurisdiction shall determine that any of the terms and conditions of this Agreement, including the rentals, fees and charges required to be paid hereunder to the County by the Lessee or by other Lessees under other Agreements of the County for the lease or use of facilities used for similar purposes, are unjustly discriminatory, the County shall have the right to modify such terms and conditions and to increase or otherwise adjust the rentals, fees and charges required to be paid under this Agreement in such a manner as the County shall determine is necessary and reasonable so that the rentals, fees and charges payable by the Lessee and others shall not thereafter be unjustly discriminatory to any user of like facilities and shall not result in any violation of the Trust Agreement or in any deficiency in revenues necessary to comply with the covenants of the Trust Agreement. In the event the County has modified the terms and conditions of this Agreement, including any adjustment of the rentals, fees and charges required to be paid to the County pursuant to this provision, this Agreement shall be amended to incorporate such modification of the terms and conditions including the adjustment of rentals, fees and charges upon the issuance of written notice from the Department to the Lessee

2.12 TITLE VI SOLICITATION NOTICE

The Miami-Dade Aviation Department, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 USC §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders or offerors that it will affirmatively ensure that for any contract entered into pursuant to this advertisement, businesses will be afforded full and fair opportunity to submit bids in response to this invitation and no businesses will be discriminated against on the grounds of race, color, national origin (including limited English proficiency), creed, sex, age, or disability in consideration for an award.

2.13 FEDERAL AVIATION ADMINISTRATION (FAA) SPECIAL PROVISIONS

General Terms and Conditions, Section 1.59 has been replaced in its entirety as follows:

A. General Civil Rights Provisions

In all its activities within the scope of its airport program, the Contractor agrees to comply with pertinent statutes, Executive Orders, and such rules as identified in Title VI List of Pertinent Nondiscrimination Acts and Authorities to ensure that no person shall, on the grounds of race, color, national origin (including limited English proficiency), creed, sex, age, or disability be excluded from participating in any activity conducted with or benefiting from Federal assistance.

This provision is in addition to that required by Title VI of the Civil Rights Act of 1964.

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The above provision binds the Contractor and subcontractors from the bid solicitation period through the completion of the contract.

B. Title VI List of Pertinent Nondiscrimination Acts and Authorities

During the performance of this contract, the Contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "Contractor") agrees to comply with the following non-discrimination statutes and authorities; including but not limited to:

1. Title VI of the Civil Rights Act of 1964 (42 USC § 2000d *et seq.*, 78 stat. 252) (prohibits discrimination on the basis of race, color, national origin);
2. 49 CFR part 21 (Non-discrimination in Federally-Assisted programs of the Department of Transportation—Effectuation of Title VI of the Civil Rights Act of 1964);
3. The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 USC § 4601) (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
4. Section 504 of the Rehabilitation Act of 1973 (29 USC § 794 *et seq.*), as amended (prohibits discrimination on the basis of disability); and 49 CFR part 27 (Nondiscrimination on the Basis of Disability in Programs or Activities Receiving Federal Financial Assistance);
5. The Age Discrimination Act of 1975, as amended (42 USC § 6101 *et seq.*) (prohibits discrimination on the basis of age);
6. Airport and Airway Improvement Act of 1982 (49 USC § 47123), as amended (prohibits discrimination based on race, creed, color, national origin, or sex);
7. The Civil Rights Restoration Act of 1987 (PL 100-259) (broadened the scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal-aid recipients, sub-recipients and contractors, whether such programs or activities are Federally funded or not);
8. Titles II and III of the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*) (prohibit discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing entities) as implemented by U.S. Department of Transportation regulations at 49 CFR parts 37 and 38;
9. The Federal Aviation Administration's Nondiscrimination statute (49 USC § 47123) (prohibits discrimination on the basis of race, color, national origin, and sex);
10. To ensure compliance with Title VI, you must take reasonable steps to ensure that LEP persons have meaningful access to your programs [70 Fed. Reg. 74087 (2005)];

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11. Title IX of the Education Amendments of 1972, as amended, which prohibits you from discriminating because of sex in education programs or activities (20 USC § 1681, et seq).

C. Compliance with Nondiscrimination Requirements:

During the performance of this contract, the Contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "Contractor"), agrees as follows:

1. **Compliance with Regulations:** The Contractor (hereinafter includes consultants) will comply with the Title VI List of Pertinent Nondiscrimination Acts and Authorities, as they may be amended from time to time, which are herein incorporated by reference and made a part of this contract.
2. **Nondiscrimination:** The Contractor, with regard to the work performed by it during the contract, will not discriminate on the grounds of race, color, national origin (including limited English proficiency), creed, sex, age, or disability in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The Contractor will not participate directly or indirectly in the discrimination prohibited by the Nondiscrimination Acts and Authorities, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR part 21.
3. **Solicitations for Subcontracts, including Procurements of Materials and Equipment:** In all solicitations, either by competitive bidding or negotiation made by the Contractor for work to be performed under a subcontract, including procurements of materials, or leases of equipment, each potential subcontractor or supplier will be notified by the Contractor of the contractor's obligations under this contract and the Nondiscrimination Acts and Authorities on the grounds of race, color, or national origin.
4. **Information and Reports:** The Contractor will provide all information and reports required by the Acts, the Regulations, and directives issued pursuant thereto and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the Sponsor or the Federal Aviation Administration to be pertinent to ascertain compliance with such Nondiscrimination Acts and Authorities and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish the information, the Contractor will so certify to the Sponsor or the Federal Aviation Administration, as appropriate, and will set forth what efforts it has made to obtain the information.
5. **Sanctions for Noncompliance:** In the event of a Contractor's noncompliance with the non-discrimination provisions of this contract, the Sponsor will impose such contract sanctions as it or the Federal Aviation Administration may determine to be appropriate, including, but not limited to:

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- a. Withholding payments to the Contractor under the contract until the Contractor complies; and/or
- b. Cancelling, terminating, or suspending a contract, in whole or in part.
- 6. **Incorporation of Provisions:** The Contractor will include the provisions of paragraphs one through six in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Acts, the Regulations, and directives issued pursuant thereto. The Contractor will take action with respect to any subcontract or procurement as the Sponsor or the Federal Aviation Administration may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided that if the Contractor becomes involved in, or is threatened with litigation by a subcontractor, or supplier because of such direction, the Contractor may request the Sponsor to enter into any litigation to protect the interests of the Sponsor. In addition, the Contractor may request the United States to enter into the litigation to protect the interests of the United States.
- D. All Contracts and subcontracts that result from this solicitation incorporate by reference the provisions of 29 CFR Part 201, the Federal Fair Labor Standards Act (FLSA), with the same force and effect as if given in full text. The FLSA sets minimum wage, overtime pay, recordkeeping, and child labor standards for full and part time workers. The Contractor has full responsibility to monitor compliance to the referenced statute or regulation. The Contractor must address any claims or disputes that arise from this requirement directly with the U.S. Department of Labor – Wage and Hour Division.
- E. All Contracts and subcontracts that result from this solicitation incorporate by reference the requirements of 29 CFR Part 1910 with the same force and effect as if given in full text. Contractor must provide a work environment that is free from recognized hazards that may cause death or serious physical harm to the employee. The Contractor retains full responsibility to monitor its compliance and their Subcontractor's compliance with the applicable requirements of the Occupational Safety and Health Act of 1970 (20 CFR Part 1910). Contractor must address any claims or disputes that pertain to a referenced requirement directly with the U.S. Department of Labor – Occupational Safety and Health Administration.
- F. Contractor and Subcontractor agree to comply with mandatory standards and policies relating to use and procurement of certain telecommunications and video surveillance services or equipment in compliance with the National Defense Authorization Act [Public Law 115-232 § 889(f)(1)].

2.14 FORCE MAJEURE

Section 1 General Terms and Conditions, Paragraph 1.60 Force Majeure, is being replaced by the following:

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Performance by each party shall be pursued with commercially reasonable efforts in all requirements under this Agreement; however, except as otherwise expressly provided herein, neither party shall be liable to the other for any loss or damage for delay due to causes that (i) were beyond the reasonable control and (ii) were not caused by the negligence or lack of commercially reasonable efforts of the affected party or its subcontractors or suppliers. The parties agree that, provided the conditions stated in (i) and (ii) above apply, the following are causes or events of force majeure: acts of civil or military authority (including courts and regulatory agencies), acts of God (excluding normal or seasonal weather conditions), riot or insurrection, inability to obtain required permits or licenses, blockades, embargoes, sabotage, epidemics and unusually severe floods, or acts or decisions of the Federal Aviation Administration, the Department of Transportation, the Transportation Security Administration, or the Environmental Protection Agency. The party affected shall provide written notice to the other party indicating the nature, cause, date of commencement thereof, the anticipated extent of such delay and whether it is anticipated that any completion or delivery dates will be affected thereby, and shall exercise due diligence to mitigate the effect of the delay. The parties agree that the commercial impacts of COVID-19 are currently known to the parties, and that commercial impacts related to COVID-19 shall not constitute force majeure events.

In the event of any delay resulting from such causes and provided the affected party has promptly notified the other and exercised commercially reasonable efforts as provided above, the time for performance under this Agreement (including the payment of monies) shall be extended for a period of time reasonably necessary to overcome the effect of such delay.

2.15 ADDITION OF USERS AND SIMILAR SERVICES

During the term of the Contract the County may require additional items and services like those listed in this Solicitation.

A. Addition of Users

The Awarded Bidder shall provide a cost per additional user in Section 4 of this Solicitation, for informational purposes only. If additional users need to be added to the Contract, they shall be at that price offered in Section 4. If additional users are requested, the Awarded Bidder shall submit a separate invoice to the County upon receipt of the purchase order for each additional user.

B. Addition of Similar Services

It is hereby agreed and understood that the County may, at its option, add similar services to the Contract. Should MDAD determine that similar services need to be added, a County representative may obtain a price quote from the Awarded Bidder. The County reserves the right to award the additional Services to an Awarded Bidder based on the price quoted, to negotiate a price with an Awarded Bidder for the additional Service, or to acquire the additional Service through a separate Solicitation.

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All changes authorized by the County shall be formalized by a Contract Modification, originated, and published by the Miami-Dade County Strategic Procurement Department.

SECTION 3

SCOPE OF WORK/TECHNICAL SPECIFICATIONS

3.1 SCOPE OF WORK

The Awarded Bidder shall provide a customized web-based platform that will allow the Miami-Dade Aviation Department to monitor its national and global media footprint through media monitoring services, wire press release distribution services, and support, maintenance, and training. The Awarded Bidder(s) shall provide all labor, materials, and incidentals required to perform on this contract.

The Awarded Bidder shall provide user instruction and access to the platform for a minimum of three (3) interchangeable users. Each user's set-up shall include establishing a username and password five (5) calendar days after the MDAD places the order.

3.2 GOODS/SERVICES TO BE PROVIDED

3.2.1 MEDIA MONITORING SERVICES

The Awarded Bidder shall provide media monitoring services, including but not necessarily limited to newspapers, magazines, media outlets, online and social media influencers, editorials, broadcast outlets, content, and trade magazines focusing on aviation, travel/tourism, trade/commerce, and technology.

Media monitoring services for newspapers shall include the top one hundred (100) newspapers in the United States by circulation, inclusive of:

- a) USA Today
- b) The Wall Street Journal
- c) The New York Times
- d) Los Angeles Times
- e) New York Post
- f) The Washington Post
- g) New York Daily News
- h) Chicago Tribune
- i) Houston Chronicle
- j) Arizona Republic

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- k) The Dallas Morning News
- l) Newsday
- m) San Francisco Chronicle
- n) The Boston Globe
- o) Star-Ledger

Media monitoring services shall include, but not necessarily be limited to, the following services:

- A. National and International Media Database Access:
 - 1. Access to continuously updated and /or verified email addresses of journalists and other media contacts.
 - 2. Premium pitching tips, such as preferred contact methods, topics of interest, and biographical information.
 - 3. Project tracking and analytics that enable management of all media campaign aspects, such as the ability to track reader interaction statistics and automated activity of email campaigns.
 - 4. The ability to receive media opportunities based on industry and keywords from journalists, domestically and internationally.
 - 5. The ability to target traditional media databases that include relevant bloggers and social media influencers with access to domestic and international profiles.
- B. Online and Print News Media Library:
 - 1. Access to an online and print news media library that can monitor, track, and analyze premium North American print sources, including newspapers, magazines, trade/business journals, newsletters, and global websites, with unlimited hits and search terms. **The Aviation Department, as a representative of Miami-Dade County, will not sign third-party agreements.**
 - 2. Where possible, the ability to bypass and access publication paywalls and subscriptions.
 - 3. The ability to monitor the top one hundred (100) U.S. daily newspapers by circulation.
 - 4. The ability to automatically create and distribute daily, monthly, and quarterly news clip reports.
- C. Broadcast Monitoring:
 - 1. The automatic delivery of video and radio broadcast content from across the U.S., based on selected keywords, with unlimited streaming options.
 - 2. Unlimited streaming and downloadable video files, when possible.
- D. Analytics & Reports:
 - 1. The ability to generate daily reports based on custom categories.
 - 2. Real-time news alerts from national and global news sources.

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3. The ability to provide data on mentions, reports, major events, complaints or compliments, or discussions directly or indirectly related to Miami International Airport.

3.2.2 WIRE PRESS RELEASE DISTRIBUTION SERVICES

Each package shall contain a minimum of twenty-four (24) wire press releases for each year of the contract:

1. MDAD shall be able to write and distribute wire press releases to a national distribution list that reaches multiple newspapers, broadcast outlets, newswires, financial terminal systems, databases, and trade publications across the country.
2. Each wire press release shall have unlimited word count, image/video/website embedding, social media embedding, and keyword optimization without additional charges; and
3. The wire press releases shall be available throughout the Contract term, including any extension thereof, and MDAD shall have the capability to issue them as needed.

3.2.3 SUPPLEMENTARY SERVICES

The Awarded Bidder shall provide the following supplementary services listed below at no additional cost to the County.

A. Support and Maintenance

1. The Awarded Bidder shall provide technical support and maintenance for all services listed in this Solicitation, including service updates, user access assistance, enhancements, repairs, or needed modifications to keep services up-to-date and functional.
2. The Awarded Bidder shall fix service failures (i.e. the platform not being available or not working properly, preventing the use of its services) and/or provider disruptions within five (5) calendar days of being notified by the MDAD Project Manager in writing. If the Awarded Bidder fails to provide the required support, the Bidder may be considered in contract default.

B. Training

1. The Awarded Bidder shall provide in-person training on the platform to all registered users during the initial setup of services, as outlined in this solicitation, and as updates become available.

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2. The Awarded Bidder shall provide MDAD with an electronic version of all training guides for the services rendered under this contract. The guides shall be delivered upon the initial setup of services and when service updates and enhancements are implemented.

3.2.4 ADDITIONAL USERS

The Awarded Bidder shall allow MDAD to add additional users at any time throughout the Contract term, including any extension thereof. Additional users shall be given access to all services listed in this contract. Refer to Section 2.15.A for details.

SECTION 4

SUBMITTAL REQUIREMENTS

TO BE COMPLETED BY ALL BIDDERS	
	Refer to Paragraph 2.4 to ensure that Bidder's responses and attachments comply with the Solicitation's requirements.
Paragraph Reference	Bidder Requirements
2.4.1	Bidder or Bidder's Subcontractor shall be regularly engaged in the business of providing media monitoring services to be considered for award. Bidder or Bidder's Subcontractor shall provide three (3) <u>different</u> references from customers to whom the Bidder has provided or is currently providing media monitoring services as described throughout this Solicitation. In lieu of the references from the Bidder or Bidder's Subcontractor, the County will consider the references from Bidder's key personnel in accordance with Resolution No. 1122-21. The references should include the customer's company name, and the contact person's name, title, address, telephone number, and e-mail address, who can verify that the Bidder/Subcontractor/Bidder's key personnel has successfully provided the goods/services. These references shall ascertain to the County's satisfaction that the Bidder has sufficient expertise in the industry and its firm is properly equipped to perform the required goods/services. Reference Company Name No. 1: Is reference for the Bidder, Subcontractor, or key personnel: If Subcontractor, then identify the name of the Subcontractor:

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	If key personnel, then identify the name of the key personnel: and make sure that company key personnel worked for is listed <u>above</u> as "Reference Company 1." Contact's name: _____ Title: _____ Address: _____ Phone Number: _____ Email: _____ Reference Company Name No. 2: Is reference for the Bidder, Subcontractor, or key personnel: If Subcontractor, then identify the name of the Subcontractor: If key personnel, then identify the name of the key personnel: and make sure that company key personnel worked for is listed <u>above</u> as "Reference Company 2." Contact's name: _____ Title: _____ Address: _____ Phone Number: _____ Email: _____ Reference Company Name No. 3: Is reference for the Bidder, Subcontractor, or key personnel: If Subcontractor, then identify the name of the Subcontractor: If key personnel, then identify the name of the key personnel: and make sure that company key personnel worked for is listed <u>above</u> as "Reference Company 3." Contact's name: _____ Title: _____ Address: _____ Phone Number: _____ Email: _____
2.4.2	Bidder shall assign a company representative(s) who is cognizant of industry standards and is authorized to discuss matters pertaining to the resultant contract, and can provide the MDAD Project Manager or designee with support and information. The company representative shall be able to communicate with MDAD's Project Manager and shall have full authority to act on behalf of the Bidder on all matters related to the resultant contract. Bidders are required to provide their designated company representative's name, title, phone number, and e-mail address. All resources shall be available twenty-four (24) hours a day, seven (7) days a week to provide immediate support and expedite services.

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	Name of Bidder's Authorized Representative: _____ Title of Bidder's Authorized Representative: _____ Phone Number: _____ E-mail address: _____
2.4.3	Bidder shall submit documentation of the platform(s) and user interface(s) that will be used by MDAD (i.e. login page, user guide, instructions), as well as at least two (2) sample reports that can be generated by the Bidder's services, in accordance with Section 3, Scope of Work/Technical Specifications, for MDAD's review and approval. The documentation and reports shall ascertain to MDAD's satisfaction that the Bidder offer demonstrates the proficiency needed to provide media monitoring services as described throughout this Solicitation. MDAD'S decision in this regard shall be final. Initial as submitted with bid: _____
	FOR INFORMATIONAL PURPOSES The below is not being evaluated:
2.17.A	Bidder shall provide the cost per additional user: \$ _____

BID LINE ITEMS

Line Item	Estimated Annual Quantity	Unit of Measure	Description	Unit Price
1	1	Each Year	Media Monitoring Services, per Section 3.2.1	<u>Unit Price to be provided in INFORMS when advertised.</u>
2	24	Each Package	Wire Press Release Distribution Services, per Section 3.2.2	

Attachment 1
Sample Price Adjustment Calculation

Contract's Effective Date: May 1, 2022

Solicitation's End Date: May 7, 2021

Index Point Change Calculation:

Current CPI Index (April 2023)	232.945
Less: Base CPI Index (April 2021)	<u>229.815</u>
Equals: Index Point Change	3.130

Percentage Change Calculation:

Index Point Change	3.130
Divided by: Base CPI Index	229.815
Equals:	0.01362
Multiplied by 100:	1.3620
Equals: Percent Change	1.37%

Price Calculation:

Percent Change:	1.37%
Multiplied by Initial Contract Price (Base Price):	\$100.00
Equals: Applicable CPI Increase:	\$1.37
Adjusted Price According to CPI:	\$101.37

The Base Price and the Base CPI Index shall remain constant throughout the contract term and shall be the basis of all adjustments.

The following is an example of how to calculate a subsequent adjustment:

Index Point Change Calculation:

Current CPI Index (June 2024)	240.100
Less: Base CPI Index (April 2021)	<u>229.815</u>
Equals: Index Point Change	10.285

Percentage Change Calculation:

Index Point Change	10.285
Divided by: Base CPI Index	229.815
Equals:	0.04475
Multiplied by 100:	4.4753
Equals: Percent Change	4.48%

Price Calculation:

Percent Change:	4.48%
Multiplied by Initial Contract Price (Base Price):	\$100.00
Equals: Applicable CPI Increase:	\$4.48
Adjusted Price According to CPI:	\$104.48