

ISSUING DEPARTMENT INPUT DOCUMENT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

☒ New ☐ OTR ☐ Sole Source ☐ Bid Waiver ☐ Emergency Previous Contract/Project No. RTQ-00396

☐ Contract
☐ Re-Bid ☐ Other – Access of Other Entity Contract LIVING WAGE APPLIES: ☐ YES ☐ NO

Requisition No./Project No.: RTQ-02047 TERM OF CONTRACT 5 YEAR(S) WITH 0 YEAR(S) OTR

Requisition /Project Title: Marketing Services Pre-qualification Pool

Description: Establish a Prequalified Pool of Vendors that will be used to solicit marketing related services for Miami-Dade County. These marketing related services are to include, but are not limited to, outreach, media relations, market research, public relations,

Issuing Department: CCED Contact Person: Kenia Lopez Phone: 305-375-2647

Estimate Cost: \$2,500,000.00 GENERAL ☒ FEDERAL ☐ OTHER ☐

Funding Source: X

ANALYSIS

<u>Commodity Codes:</u>	<u>96153</u>	<u>96179</u>	<u>915-22</u>	<u>918-76</u>	
Contract/Project History of previous purchases three (3) years Check here <input type="checkbox"/> if this is a new contract/purchase with no previous history.					
	<u>EXISTING</u>	<u>2ND YEAR</u>	<u>3RD YEAR</u>		
Contractor:					
Small Business Enterprise:					
Contract Value:					
Comments:					
Continued on another page (s): <input type="checkbox"/> YES <input type="checkbox"/> NO					

RECOMMENDATIONS

	Set-Aside	Subcontractor Goal	Bid Preference	Selection Factor
SBE				
Basis of Recommendation: <div style="border: 1px solid black; height: 30px; width: 100%;"></div>				
Signed: <div style="border: 1px solid black; width: 150px; height: 20px;"></div>		Date sent to SBD: <div style="border: 1px solid black; width: 150px; height: 20px;"></div>		
		Date returned to SPD: <div style="border: 1px solid black; width: 150px; height: 20px;"></div>		

SECTION 2
ADDITIONAL/SPECIAL TERMS AND CONDITIONS

2.1 PURPOSE

This Request to Qualify (RTQ) will establish a Prequalified Pool of Vendors (Pool) that will be used to solicit marketing related services for Miami-Dade County (County). These marketing related services are to include, but are not limited to, outreach, media relations, market research, public relations, community engagement, public education, and other activities impacting Miami-Dade County residents, on an as-needed basis. Placement in the Pool is **not** a contract between the County and the Vendor, but an acknowledgement that the Vendor meets the qualifications as outlined throughout this RTQ. Vendor Submittals are accepted throughout the term of the RTQ for placement in such Pool.

2.2 DEFINITIONS

Invitation to Quote (ITQ) – Shall refer to the solicitation of quotes from the Pool for specific goods and/or services; and awarded based on lowest price, or other quantifiable criteria.

Prequalified Pool of Vendors (Pool) – Shall refer to business entities/individuals determined by the County's Internal Services Department, Strategic Procurement Division, as meeting the minimum standards of business competence, financial ability, and/or product quality for placement in the Pool, and which may submit quote or proposal, at the time of need.

Vendor – Shall refer to a business entity/individual responding to this RTQ.

Submittal – Shall refer to all information, attachments and forms submitted in response to this RTQ.

Work Order Proposal Request (WOPR) – shall refer to a competitive process involving the solicitation of proposals, by the Internal Services Department Strategic Procurement Division, from the Pool for specific goods and/or services; and evaluated and awarded based on best value.

2.3 TERM

The Pool shall be established on the first calendar day of the month succeeding approval by the Board of County Commissioners, or designee, unless otherwise stipulated in the Blanket Purchase Order issued by the Internal Services Department, Strategic Procurement Division. The Pool shall expire on the last day of the last month of the five (5) year term.

2.4 QUALIFICATION CRITERIA

Vendor shall meet the following criteria to be considered for placement in the Pool and for participation in future solicitations:

2.41 Group A: Market Research, Strategy Development & Analytics

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. 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.
- C. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, marketing data discovery, analysis and visualization, and campaign performance analysis. The references must be from customers that have received the services described in this Solicitation within the last twelve (12) months from the Vendor. Vendor shall provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing market research, strategy development and analytics.

2.42 Group B: Branding & Creative Services

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. 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 & Creative Services. The records should include creative concepts, creative designs and/or video production used in previous campaigns or projects.
- C. Vendor shall provide three (3) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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 Vendor. Provide a point of contact and an email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing branding and creative services.

2.43 Group C: Campaign Execution

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. Provide case studies (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 that demonstrative inclusivity and cultural relevance.
- C. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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 Vendor. Provide a point of contact and an email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing campaign execution.

2.44 Group D: Audio / Visual Production

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. 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 / Visual Production.

- C. Vendor shall provide three (3) signed professional references on the referenced company's letterhead, to demonstrate that Vendor is regularly engaged in the business of providing Audio / Visual Production Services that included any or all of the following assessments: photography, pre-production, production, animation, captioning, 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 Vendor.

Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing Audio / Visual Production.

2.45 Group E: Media & Public Relations Services

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. Provide case studies of two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing Engagement Marketing Services and Community Engagement & Outreach.
- C. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, with 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 Vendor.

Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing Media & Public Relations Services.

2.46 Group F: Engagement Marketing Services, and Community Engagement & Outreach

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. 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 Engagement Marketing Services and Community Engagement & Outreach.
- C. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, with 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 Vendor. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing Media & Public Relations Services.

2.47 Group G: Voiceover Talent Services

1. Provide a description of your team structure including the number of staff dedicated to this function.
2. Provide experience record for three (three) projects completed within the last three (3) years to demonstrate experience in providing professional voice-over services for television, radio, video and internet for the last three (3) years. Include Spanish and Creole work samples.
3. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor is regularly engaged in the business of providing professional voice-over services for television, radio, video and internet for the last three (3) years. The references must be from customers that have received the services described in this Solicitation within the last twelve (12) months from the Vendor. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

Vendor shall provide all of the specified information, documents and attachments listed above with their Submittal as proof of compliance with the requirements of this RTQ. However, the County may, at its sole discretion and in its best interest, allow Vendors to complete, supplement or supply the required documents throughout the term of the RTQ. It shall be the sole right of the County to determine the number of Vendors which will be included in the Pool. During the term of the RTQ, the County reserves the right to add or delete Vendors as it deems necessary, and in its best interest.

2.5 INSURANCE

Insurance is **not** required in order to be prequalified under this RTQ. Insurance requirements will be detailed in the subsequent ITQ or WOPR.

2.6 SPOT MARKET QUOTES

Vendors in the Pool will be invited to participate in future spot market competition, as needed. The spot market competition will be in the form of an ITQ or WOPR that will include the specific goods and/or services required, and may include provisions, as applicable, such as:

- Small Business Enterprise (SBE) Measures
- Warranty Requirements
- Liquidated Damages/Living Wage

For federally funded projects/programs, additional provisions may apply in accordance with the funding source. The following provisions from Section 1, General Terms and Conditions shall be exempted from such solicitations, as indicated in the ITQ or WOPR.

- Article 1.2(H) Prompt Payment Terms
- Article 1.11 Local Preference
- Article 1.29 Office of the Inspector General (*only the cost of the random audits, as specified*)
- Article 1.37 County User Access Program (UAP)
- Article 1.45 Small Business Enterprise (SBE) Measures
- Article 1.46 Local Certified Veteran's Business Enterprise Preference
- Article 1.47 Application of Preferences
- Article 1.49 First Source Hiring Referral Program (FSHRP)

2.7 LICENSES, PERMITS AND FEES

The Vendor shall obtain and pay for all licenses, permits and inspection fees required for any projects proposed and accepted by the County; and shall comply with all laws, ordinances, regulations and building code requirements applicable to the work contemplated herein. It is Vendor's responsibility to perform all

due diligence required and to ensure any outdoor/exterior advertising format conforms to any and all applicable laws and regulations prior to the placement of any advertisements and structures. Damages, penalties and or fines imposed on the County or the selected Vendor(s) for failure to obtain required licenses, permits or fines shall be borne by the selected Vendors.

2.8 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 and Customer Experience Department.

SECTION 3

SCOPE OF WORK/TECHNICAL SPECIFICATIONS

3.1 SCOPE OF WORK/TECHNICAL SPECIFICATIONS

It is the intent of this solicitation to identify and make available to the County, vendors capable of providing Market Research, Strategy & Analytics; Branding & Creative Services; Campaign Execution; Audio Visual Production; Media & Public Relations; and Engagement Marketing Services and Community Engagement & Outreach, and related services through the Communications and Customer Experience Department (CCED) on behalf of multiple County departments, on an “as needed basis.

The Communications and Customer Experience Department (CCED) collaborates with County agencies on messaging strategies to increase public awareness and access to County services, programs, and initiatives. CCED serves as the in-house marketing agency supporting the County’s strategic goals and objectives as well as overall branding strategy.

CCED’s functional units include:

- Creative and Branding Services
- Account/Project Management
- Digital Communications Services
- Digital Media Services
- 311 Contact Center

CCED engage agency partners to provide both consulting and actual execution activities that support the County’s strategic and overall branding goals, as well as to provide project-based services for various departments and agencies.

Agencies may work under the guidance of CCED or directly with the County agency marketing leads, with CCED functioning in an advisory and/or contract compliance capacity. CCED is seeking agency partners with a proven track record of providing innovative digital and traditional communication strategies, data-driven customer and user experience recommendations and roadmaps, as well as developing and executing all aspects of public education and civic engagement campaigns, among other capabilities. Pre-qualified Vendors will be invited to participate on non-recurring projects as requested. Marketing Pool services includes six (6) groups: Group A - Market Research, Strategy & Analytics; Group B - Branding & Creative Services; Group C - Campaign Execution; Group D – Audio Visual Production; Group E - Media & Public Relations; and Group F - Engagement Marketing Services and Community Engagement & Outreach.

3.2 SERVICES TO BE PROVIDED

Services may include, but not be limited to the following:

Group A - Market Research, Strategy Development & Analytics

1. Develop project/campaign marketing communications strategy
2. Development of media plans, and marketing toolkits reflective of the key metrics and messages, target audience, and creative direction
3. Database Marketing
4. Develop and implement innovative marketing strategies
5. Marketing Data Analysis including:
 - Establishing campaign benchmarks
 - Performing marketing measurement and optimization activities
 - Performing pre- and post-campaign reporting including data visualizations and dashboards that integrate and aggregate marketing data

- Performing advanced analytics and data science functions
- Developing governance and infrastructure policy
- 6. Design and implement customer survey research initiatives and deliver customer insights
- 7. Track trends and perform quantitative research to determine communications effectiveness
- 8. Recommend new opportunities and developments in media consumption

Group B - Branding & Creative Services

1. Brand Development
 - Creative concepts aligned to marketing strategy and goals
 - Style Guide
2. Writing creative briefs
3. Designing content and graphical elements per project
4. Developing creative campaigns to include creative concept development; creative design; copywriting; video production; graphical design, resizing and layout; creative revisions, etc.
5. Creating multimedia presentations
6. Providing project management activities including developing requirements; identifying resources; developing project plans; documenting workflows; providing status updates; identifying risks, etc.
7. Rendering native files into usable formats for digital or broadcast purposes

Group C - Campaign Execution

1. Creative campaign development to include creative concept development; storyboarding; creative design; copywriting, video production; graphical design and resizing; layout, creative revisions, etc.
2. Developing content as needed per media plan:
 - Copywriting: print, radio, TV, web, outdoor, and social media
 - Content translations: Spanish and Creole
3. Graphic design as needed per media plan requirements
4. Print and production of campaign collateral
5. Media plan recommendations reflective of audience research, key metrics; messages, target audiences, recommended budget; timetable and creative process
6. Development and execution of multi-media advertising plans (both paid and earned)
7. Development of marketing collateral
8. Media placement recommendations (but not placement)
9. Creation of data visualizations and dashboards that integrate live data from various relevant sources including Google Analytics, Google Ads and others
10. Social Media Management / Campaign Execution
 - Development and execution of social media strategy
 - Development of content calendar
 - Development of strategy and tactics for reputation management and crisis communications plans
 - 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, Instagram and NextDoor
 - 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, and contest results)
11. Provide data-driven recommendations for campaign optimization and message revisions as needed throughout campaign.

Group D - Audio / Visual Production

1. Photography Services to include photography of people, products and events as well as photo editing.
2. Pre-production Services:
 - Creating concept boards or storyboards
 - 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/actress
 - Audition voiceover talent
 - Line-up extras
 - Secure makeup artist
 - Determine equipment needs and obtain equipment
 - Assign crew and schedule shoot
 - Furnishing props/costumes
 - Rehearsal/Blocking: Run through action, timing it and determining where extras will be placed and what they will be doing.
 - Creation of shooting plan
3. Production services
 - Shoot video
 - Design and incorporate graphic design, as necessary
 - Record voiceovers
 - Log and transcribe videos
4. Post-Production Services
 - Coordinate and secure music licenses through clearinghouses
 - Captions and subtitles
 - Post-Production editing and graphic services, as necessary including but not limited to animation, special effects, etc.
5. Delivering at least two (2) edits and the final cut via a cloud-based file transfer utility

Group E - Media & Public Relations Services

1. Media plan recommendations reflective of the key metrics and messages, target audience, timetable and creative direction
2. Building positive sentiment from various audiences through earned media (news coverage)
3. Development and execution of earned media through multiple channels
4. Providing reports that convert earned media coverage into its advertising value equivalent based on current rates as well as ROI reports
5. Public relations plan for earned media that includes the use of multiple communication channels, based on strategic direction and marketing plan

Group F - Engagement Marketing Services and Community Engagement & Outreach

1. Develop Public Involvement Plans that will achieve effective community awareness.
2. Suggest and implement community-based partnerships, engagement initiatives, online and offline engagement tools and strategic alliances to enhance brand awareness through customer experience.
3. Develop strategy, plan and execute engagement marketing to either enhance or complement active marketing campaigns or communication efforts in order to drive engagement.
4. Conduct field assessments for capital projects and identify potential impacts to stakeholders.
5. Develop and maintain stakeholder database of target audience or residents impacted by County projects including but not limited to homeowners, businesses and schools affected by design and construction.
6. 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.
7. Develop and execute creative community engagement projects through tactics including, but not limited to, guerilla marketing, event activations, and community contests.

8. Engage the community through guerilla marketing tactics, and event activations.
9. Disseminate collateral materials to the public regarding projects (capital or other) that impact the community.
10. Provide project updates to community, as needed

Group G - Voiceover Talent Services

1. Provide male and female voiceover talent in English, Spanish and Haitian Creole for the County's evaluation and selection.
2. Record the voiceover at the Contractor's studio and provide to the County with an MP3 file or acceptable format via email and/or file transfer utility.
3. Furnish all labor, equipment and supervision necessary to provide professional voiceover services.
4. Provide a re-read of the script within 48 hours at the County's request.
5. Correspond via email and respond to requests by the County within 48 hours.
6. Provide professional voiceover service to the County in both English, Spanish and Haitian Creole, on an as needed basis, for spots varying in length including: 15, 30, 60 seconds and program length scripts.

SECTION 4
SUBMITTAL FORM

VENDOR: _____

<u>QUALIFICATION CRITERIA</u> TO BE COMPLETED BY ALL VENDORS		
Refer to Section 2.4, Qualification Criteria, to ensure that Submittal complies with solicitation requirements.		
Reference Section	Requirements	Copy Attached
Group A: Market Research, Strategy Development & Analytics		
2.41 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.41 (B)	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.	<input type="checkbox"/>
2.41 (C)	Provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, marketing data discovery, analysis and visualization, and campaign performance analysis. The references must be from customers that have received the services described in this Solicitation within the last twelve (12) months from the Vendor.	<input type="checkbox"/>
Group B: Branding & Creative Services		
2.42 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>

2.42 (B)	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 & Creative Services. The records should include creative concepts, creative designs and/or video production used in previous campaigns or projects.	<input type="checkbox"/>
2.42 (C)	Provide three (3) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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 Vendor.	<input type="checkbox"/>
Group C: Campaign Execution		
2.43 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.43 (B)	Provide case studies (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 that demonstrative inclusivity and cultural relevance.	<input type="checkbox"/>
2.43 (C)	Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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 Vendor.	<input type="checkbox"/>
Group D: Audio / Visual Production		
2.44 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.44 (B)	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 / Visual Production.	<input type="checkbox"/>
2.44 (C)	Provide three (3) signed professional references on the referenced company's letterhead, to demonstrate that Vendor is regularly engaged in the business of providing Audio / Visual Production Services that included any or all of the following assessments: photography, pre-production, production, animation, captioning, and post-production. The references must be from customers that have received the	<input type="checkbox"/>

	services described in this Solicitation within the last twelve (12) months from the Vendor.	
Group E: Media & Public Relations Services		
2.45 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.45(B)	Provide case studies of two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing Engagement Marketing Services and Community Engagement & Outreach.	<input type="checkbox"/>
2.45(C)	Provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, with 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 Vendor.	<input type="checkbox"/>
Group F: Engagement Marketing Services, and Community Engagement & Outreach		
2.46(A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.46(B)	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 Engagement Marketing Services and Community Engagement & Outreach.	<input type="checkbox"/>
2.46(C)	Provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, with 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 Vendor.	<input type="checkbox"/>
Group G: Voiceover Talent Services		
2.47(A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>

2.47(B)	Provide experience record for three (three) projects completed within the last three (3) years to demonstrate experience in providing professional voice-over services for television, radio, video and internet for the last three (3) years. Include Spanish and Creole work samples.	<input type="checkbox"/>
2.47(C)	Provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor is regularly engaged in the business of providing professional voice-over services for television, radio, video and internet for the last three (3) years. The references must be from customers that have received the services described in this Solicitation within the last twelve (12) months from the Vendor.	<input type="checkbox"/>

Solicitation RTQ-02047

Marketing Services Pre-qualification Pool

Solicitation Designation: Public



Miami-Dade County

Solicitation RTQ-02047

Marketing Services Pre-qualification Pool

Solicitation Number **RTQ-02047**
 Solicitation Title **Marketing Services Pre-qualification Pool**

Solicitation Start Date **In Held**
 Solicitation End Date **Sep 21, 2021 6:00:00 PM EDT**
 Question & Answer End Date **Sep 9, 2021 12:00:00 PM EDT**

Solicitation Contact **Coleen Christie**
Procurement Contracting Officer 2
ISD - Strategic Procurement Division
Coleen.Christie@miamidade.gov

Solicitation Contact **Princess Brown**
Procurement Contracting Officer 2
ISD - Strategic Procurement Management
Princess.Brown@miamidade.gov

Contract Duration **See Bid Documents**
 Contract Renewal **See Bid Documents**
 Prices Good for **See Bid Documents**

Solicitation Comments **This Request to Qualify (RTQ) will establish a Prequalified Pool of Vendors (Pool) that will be used to solicit marketing related services for Miami-Dade County (County). These marketing related services are to include, but are not limited to, outreach, media relations, market research, public relations, community engagement, public education, and other activities impacting Miami-Dade County residents, on an as-needed basis. Placement in the Pool is not a contract between the County and the Vendor, but an acknowledgement that the Vendor meets the qualifications as outlined throughout this RTQ. Vendor Submittals are accepted throughout the term of the RTQ for placement in such Pool.**

Item Response Form

Item **RTQ-02047--01-01 - Marketing Services Pre-qualification Pool**
 Quantity **1 each**
 Prices are not requested for this item.
 Delivery Location **Miami-Dade County**
No Location Specified

Qty 1

Description
 Marketing Services Pre-qualification Pool



MIAMI-DADE COUNTY, FLORIDA

R E Q U E S T T O Q U A L I F Y
(R T Q)

NOTICE TO ALL VENDORS:

To establish the pool of prequalified vendors, the County will accept electronic submittals through a secure mailbox at BidSync (www.bidsync.com) until the end date and time indicated in this solicitation document. There is no cost to the vendor submitting a response to a Miami-Dade County solicitation via BidSync. 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. To offer a submittal through BidSync, all information and documents must be fully entered, uploaded, acknowledged ("Confirm") and recorded into BidSync before the BidSync Solicitation End Date.

To request information prior to the BidSync Question & Answer End Date, use the question/answer feature provided within the solicitation by BidSync at www.bidsync.com. Material changes, if any, to the solicitation will only be transmitted by written addendum. (See addendum section of BidSync site).

Vendors in the Pool will be invited to participate in future spot market competitions, as needed. The spot market competition may be in the form of an ITQ or WOPR that will include the specific goods and/or services required, and applicable provisions. Spot market competitions may not be restricted to vendors in this Pool; however, vendors must have a complete Submittal to be awarded a contract pursuant to this Pool.

Vendors must anticipate the inclusion of Section 1 - General Terms and Conditions of Miami-Dade County Procurement Contracts in all contracts resulting from spot market competitions. These general terms and conditions are considered non-negotiable. All current and applicable terms and conditions pertaining to a resultant contract may be viewed online at the Miami-Dade County Strategic Procurement Division's webpage here:

<https://www.miamidade.gov/procurement/library/boilerplate/general-terms-and-conditions-r21-2.pdf>

The above referenced Section 1 - General Terms and Conditions provisions **shall not** apply to federally funded projects:

- Article 1.2(H) Prompt Payment Terms
 - Article 1.11 Local Preference
 - Article 1.29 Office of the Inspector General (only the cost of the random audits, as specified)
 - Article 1.37 County User Access Program (UAP)
 - Article 1.45 Small Business Enterprise (SBE) Measures
 - Article 1.46 Local Certified Veteran's Business Enterprise Preference
 - Article 1.47 Application of Preferences
 - Article 1.49 First Source Hiring Referral Program (FSHRP)
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SECTION 2

ADDITIONAL/SPECIAL TERMS AND CONDITIONS

2.1 PURPOSE

This Request to Qualify (RTQ) will establish a Prequalified Pool of Vendors (Pool) that will be used to solicit marketing related services for Miami-Dade County (County). These marketing related services are to include, but are not limited to, outreach, media relations, market research, public relations, community engagement, public education, and other activities impacting Miami-Dade County residents, on an as-needed basis. Placement in the Pool is **not** a contract between the County and the Vendor, but an acknowledgement that the Vendor meets the qualifications as outlined throughout this RTQ. Vendor Submittals are accepted throughout the term of the RTQ for placement in such Pool.

2.2 DEFINITIONS

Invitation to Quote (ITQ) – Shall refer to the solicitation of quotes from the Pool for specific goods and/or services; and awarded based on lowest price, or other quantifiable criteria.

Prequalified Pool of Vendors (Pool) – Shall refer to business entities/individuals determined by the County's Internal Services Department, Strategic Procurement Division, as meeting the minimum standards of business competence, financial ability, and/or product quality for placement in the Pool, and which may submit quote or proposal, at the time of need.

Vendor – Shall refer to a business entity/individual responding to this RTQ.

Submittal – Shall refer to all information, attachments and forms submitted in response to this RTQ.

Work Order Proposal Request (WOPR) – shall refer to a competitive process involving the solicitation of proposals, by the Internal Services Department Strategic Procurement Division, from the Pool for specific goods and/or services; and evaluated and awarded based on best value.

2.3 TERM

The Pool shall be established on the first calendar day of the month succeeding approval by the Board of County Commissioners, or designee, unless otherwise stipulated in the Blanket Purchase Order issued by the Internal Services Department, Strategic Procurement Division. The Pool shall expire on the last day of the last month of the five (5) year term.

2.4 QUALIFICATION CRITERIA

Vendor shall meet the following criteria to be considered for placement in the Pool and for participation in future solicitations:

2.41 Group A: Market Research, Strategy Development & Analytics

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. 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.
- C. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, marketing data discovery, analysis and visualization, and campaign performance analysis. The references must be from customers that have received the services described in this Solicitation within the last twelve (12) months from the Vendor. Vendor shall provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing market research, strategy development and analytics.

2.42 Group B: Branding & Creative Services

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. 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 & Creative Services. The records should include creative concepts, creative designs and/or video production used in previous campaigns or projects.
- C. Vendor shall provide three (3) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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 Vendor. Provide a point of contact and an email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing branding and creative services.

2.43 Group C: Campaign Execution

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. Provide case studies (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 that demonstrative inclusivity and cultural relevance.
- C. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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 Vendor. Provide a point of contact and an email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing campaign execution.

2.44 Group D: Audio / Visual Production

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. 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 / Visual Production.

- C. Vendor shall provide three (3) signed professional references on the referenced company's letterhead, to demonstrate that Vendor is regularly engaged in the business of providing Audio / Visual Production Services that included any or all of the following assessments: photography, pre-production, production, animation, captioning, 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 Vendor.

Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing Audio / Visual Production.

2.45 Group E: Media & Public Relations Services

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. Provide case studies of two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing Engagement Marketing Services and Community Engagement & Outreach.
- C. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, with 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 Vendor.

Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing Media & Public Relations Services.

2.46 Group F: Engagement Marketing Services, and Community Engagement & Outreach

- A. Provide a description of your team structure including the number of staff dedicated to this function.
- B. 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 Engagement Marketing Services and Community Engagement & Outreach.
- C. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, with 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 Vendor. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference. The County must be able to ascertain from Vendor provided references, to its satisfaction, at the County's sole discretion, that Vendor holds sufficient experience and capacity in providing Media & Public Relations Services.

2.47 Group G: Voiceover Talent Services

1. Provide a description of your team structure including the number of staff dedicated to this function.
2. Provide experience record for three (three) projects completed within the last three (3) years to demonstrate experience in providing professional voice-over services for television, radio, video and internet for the last three (3) years. Include Spanish and Creole work samples.
3. Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor is regularly engaged in the business of providing professional voice-over services for television, radio, video and internet for the last three (3) years. The references must be from customers that have received the services described in this Solicitation within the last twelve (12) months from the Vendor. Provide a point of contact and email address. A contact person shall be someone who has personal knowledge of the Vendor's performance for the specific requirement listed. Each contact person must have been informed that they are being used as a reference.

Vendor shall provide all of the specified information, documents and attachments listed above with their Submittal as proof of compliance with the requirements of this RTQ. However, the County may, at its sole discretion and in its best interest, allow Vendors to complete, supplement or supply the required documents throughout the term of the RTQ. It shall be the sole right of the County to determine the number of Vendors which will be included in the Pool. During the term of the RTQ, the County reserves the right to add or delete Vendors as it deems necessary, and in its best interest.

2.5 **INSURANCE**

Insurance is **not** required in order to be prequalified under this RTQ. Insurance requirements will be detailed in the subsequent ITQ or WOPR.

2.6 **SPOT MARKET QUOTES**

Vendors in the Pool will be invited to participate in future spot market competition, as needed. The spot market competition will be in the form of an ITQ or WOPR that will include the specific goods and/or services required, and may include provisions, as applicable, such as:

- Small Business Enterprise (SBE) Measures
- Warranty Requirements
- Liquidated Damages/Living Wage

For federally funded projects/programs, additional provisions may apply in accordance with the funding source. The following provisions from Section 1, General Terms and Conditions shall be exempted from such solicitations, as indicated in the ITQ or WOPR.

- Article 1.2(H) Prompt Payment Terms
- Article 1.11 Local Preference
- Article 1.29 Office of the Inspector General (*only the cost of the random audits, as specified*)
- Article 1.37 County User Access Program (UAP)
- Article 1.45 Small Business Enterprise (SBE) Measures
- Article 1.46 Local Certified Veteran's Business Enterprise Preference
- Article 1.47 Application of Preferences
- Article 1.49 First Source Hiring Referral Program (FSHRP)

2.7 **LICENSES, PERMITS AND FEES**

The Vendor shall obtain and pay for all licenses, permits and inspection fees required for any projects proposed and accepted by the County; and shall comply with all laws, ordinances, regulations and building code requirements applicable to the work contemplated herein. It is Vendor's responsibility to perform all

due diligence required and to ensure any outdoor/exterior advertising format conforms to any and all applicable laws and regulations prior to the placement of any advertisements and structures. Damages, penalties and or fines imposed on the County or the selected Vendor(s) for failure to obtain required licenses, permits or fines shall be borne by the selected Vendors.

2.8 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 and Customer Experience Department.

SECTION 3

SCOPE OF WORK/TECHNICAL SPECIFICATIONS

3.1 SCOPE OF WORK/TECHNICAL SPECIFICATIONS

It is the intent of this solicitation to identify and make available to the County, vendors capable of providing Market Research, Strategy & Analytics; Branding & Creative Services; Campaign Execution; Audio Visual Production; Media & Public Relations; and Engagement Marketing Services and Community Engagement & Outreach, and related services through the Communications and Customer Experience Department (CCED) on behalf of multiple County departments, on an “as needed basis.

The Communications and Customer Experience Department (CCED) collaborates with County agencies on messaging strategies to increase public awareness and access to County services, programs, and initiatives. CCED serves as the in-house marketing agency supporting the County's strategic goals and objectives as well as overall branding strategy.

CCED's functional units include:

- Creative and Branding Services
- Account/Project Management
- Digital Communications Services
- Digital Media Services
- 311 Contact Center

CCED engage agency partners to provide both consulting and actual execution activities that support the County's strategic and overall branding goals, as well as to provide project-based services for various departments and agencies.

Agencies may work under the guidance of CCED or directly with the County agency marketing leads, with CCED functioning in an advisory and/or contract compliance capacity. CCED is seeking agency partners with a proven track record of providing innovative digital and traditional communication strategies, data-driven customer and user experience recommendations and roadmaps, as well as developing and executing all aspects of public education and civic engagement campaigns, among other capabilities. Pre-qualified Vendors will be invited to participate on non-recurring projects as requested. Marketing Pool services includes six (6) groups: Group A - Market Research, Strategy & Analytics; Group B - Branding & Creative Services; Group C - Campaign Execution; Group D – Audio Visual Production; Group E - Media & Public Relations; and Group F - Engagement Marketing Services and Community Engagement & Outreach.

3.2 SERVICES TO BE PROVIDED

Services may include, but not be limited to the following:

Group A - Market Research, Strategy Development & Analytics

1. Develop project/campaign marketing communications strategy
2. Development of media plans, and marketing toolkits reflective of the key metrics and messages, target audience, and creative direction
3. Database Marketing
4. Develop and implement innovative marketing strategies
5. Marketing Data Analysis including:
 - Establishing campaign benchmarks
 - Performing marketing measurement and optimization activities
 - Performing pre- and post-campaign reporting including data visualizations and dashboards that integrate and aggregate marketing data

- Performing advanced analytics and data science functions
 - Developing governance and infrastructure policy
6. Design and implement customer survey research initiatives and deliver customer insights
 7. Track trends and perform quantitative research to determine communications effectiveness
 8. Recommend new opportunities and developments in media consumption

Group B - Branding & Creative Services

1. Brand Development
 - Creative concepts aligned to marketing strategy and goals
 - Style Guide
2. Writing creative briefs
3. Designing content and graphical elements per project
4. Developing creative campaigns to include creative concept development; creative design; copywriting; video production; graphical design, resizing and layout; creative revisions, etc.
5. Creating multimedia presentations
6. Providing project management activities including developing requirements; identifying resources; developing project plans; documenting workflows; providing status updates; identifying risks, etc.
7. Rendering native files into usable formats for digital or broadcast purposes

Group C - Campaign Execution

1. Creative campaign development to include creative concept development; storyboarding; creative design; copywriting, video production; graphical design and resizing; layout, creative revisions, etc.
2. Developing content as needed per media plan:
 - Copywriting: print, radio, TV, web, outdoor, and social media
 - Content translations: Spanish and Creole
3. Graphic design as needed per media plan requirements
4. Print and production of campaign collateral
5. Media plan recommendations reflective of audience research, key metrics; messages, target audiences, recommended budget; timetable and creative process
6. Development and execution of multi-media advertising plans (both paid and earned)
7. Development of marketing collateral
8. Media placement recommendations (but not placement)
9. Creation of data visualizations and dashboards that integrate live data from various relevant sources including Google Analytics, Google Ads and others
10. Social Media Management/ Campaign Execution
 - Development and execution of social media strategy
 - Development of content calendar
 - Development of strategy and tactics for reputation management and crisis communications plans
 - 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, Instagram and NextDoor
 - 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, and contest results)
11. Provide data-driven recommendations for campaign optimization and message revisions as needed throughout campaign.

Group D - Audio /Visual Production

1. Photography Services to include photography of people, products and events as well as photo editing.
2. Pre-production Services:
 - Creating concept boards or storyboards
 - 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/actress
 - Audition voiceover talent
 - Line-up extras
 - Secure makeup artist
 - Determine equipment needs and obtain equipment
 - Assign crew and schedule shoot
 - Furnishing props/costumes
 - Rehearsal/Blocking: Run through action, timing it and determining where extras will be placed and what they will be doing.
 - Creation of shooting plan
3. Production services
 - Shoot video
 - Design and incorporate graphic design, as necessary
 - Record voiceovers
 - Log and transcribe videos
4. Post-Production Services
 - Coordinate and secure music licenses through clearinghouses
 - Captions and subtitles
 - Post-Production editing and graphic services, as necessary including but not limited to animation, special effects, etc.
5. Delivering at least two (2) edits and the final cut via a cloud-based file transfer utility

Group E - Media & Public Relations Services

1. Media plan recommendations reflective of the key metrics and messages, target audience, timetable and creative direction
2. Building positive sentiment from various audiences through earned media (news coverage)
3. Development and execution of earned media through multiple channels
4. Providing reports that convert earned media coverage into its advertising value equivalent based on current rates as well as ROI reports
5. Public relations plan for earned media that includes the use of multiple communication channels, based on strategic direction and marketing plan

Group F - Engagement Marketing Services and Community Engagement & Outreach

1. Develop Public Involvement Plans that will achieve effective community awareness.
2. Suggest and implement community-based partnerships, engagement initiatives, online and offline engagement tools and strategic alliances to enhance brand awareness through customer experience.
3. Develop strategy, plan and execute engagement marketing to either enhance or complement active marketing campaigns or communication efforts in order to drive engagement.
4. Conduct field assessments for capital projects and identify potential impacts to stakeholders.
5. Develop and maintain stakeholder database of target audience or residents impacted by County projects including but not limited to homeowners, businesses and schools affected by design and construction.
6. 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.
7. Develop and execute creative community engagement projects through tactics including, but not limited to, guerilla marketing, event activations, and community contests.

8. Engage the community through guerilla marketing tactics, and event activations.
9. Disseminate collateral materials to the public regarding projects (capital or other) that impact the community.
10. Provide project updates to community, as needed

Group G - Voiceover Talent Services

1. Provide male and female voiceover talent in English, Spanish and Haitian Creole for the County's evaluation and selection.
2. Record the voiceover at the Contractor's studio and provide to the County with an MP3 file or acceptable format via email and/or file transfer utility.
3. Furnish all labor, equipment and supervision necessary to provide professional voiceover services.
4. Provide a re-read of the script within 48 hours at the County's request.
5. Correspond via email and respond to requests by the County within 48 hours.
6. Provide professional voiceover service to the County in both English, Spanish and Haitian Creole, on an as needed basis, for spots varying in length including: 15, 30, 60 seconds and program length scripts.

SECTION 4
SUBMITTAL FORM

VENDOR: _____

QUALIFICATION CRITERIA TO BE COMPLETED BY ALL VENDORS		
Refer to Section 2.4, Qualification Criteria, to ensure that Submittal complies with solicitation requirements.		
Reference Section	Requirements	Copy Attached
Group A: Market Research, Strategy Development & Analytics		
2.41 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.41 (B)	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.	<input type="checkbox"/>
2.41 (C)	Provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, marketing data discovery, analysis and visualization, and campaign performance analysis. The references must be from customers that have received the services described in this Solicitation within the last twelve (12) months from the Vendor.	<input type="checkbox"/>
Group B: Branding & Creative Services		
2.42 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>

2.42 (B)	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 & Creative Services. The records should include creative concepts, creative designs and/or video production used in previous campaigns or projects.	<input type="checkbox"/>
2.42 (C)	Provide three (3) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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 Vendor.	<input type="checkbox"/>
Group C: Campaign Execution		
2.43 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.43 (B)	Provide case studies (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 that demonstrative inclusivity and cultural relevance.	<input type="checkbox"/>
2.43 (C)	Vendor shall provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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 Vendor.	<input type="checkbox"/>
Group D: Audio / Visual Production		
2.44 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.44 (B)	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 / Visual Production.	<input type="checkbox"/>
2.44 (C)	Provide three (3) signed professional references on the referenced company's letterhead, to demonstrate that Vendor is regularly engaged in the business of providing Audio / Visual Production Services that included any or all of the following assessments: photography, pre-production, production, animation, captioning, and post-production. The references must be from customers that have received the	<input type="checkbox"/>

	services described in this Solicitation within the last twelve (12) months from the Vendor.	
Group E: Media & Public Relations Services		
2.45 (A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.45(B)	Provide case studies of two (2) projects completed within the last five (5) years to demonstrate a minimum of two (2) years of experience in performing Engagement Marketing Services and Community Engagement & Outreach.	<input type="checkbox"/>
2.45(C)	Provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, with 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 Vendor.	<input type="checkbox"/>
Group F: Engagement Marketing Services, and Community Engagement & Outreach		
2.46(A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>
2.46(B)	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 Engagement Marketing Services and Community Engagement & Outreach.	<input type="checkbox"/>
2.46(C)	Provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor 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, with 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 Vendor.	<input type="checkbox"/>
Group G: Voiceover Talent Services		
2.47(A)	Provide a description of your team structure including the number of staff dedicated to this function.	<input type="checkbox"/>

2.47(B)	Provide experience record for three (three) projects completed within the last three (3) years to demonstrate experience in providing professional voice-over services for television, radio, video and internet for the last three (3) years. Include Spanish and Creole work samples.	<input type="checkbox"/>
2.47(C)	Provide two (2) signed professional references on the referenced company's letterhead, to demonstrate that Vendor is regularly engaged in the business of providing professional voice-over services for television, radio, video and internet for the last three (3) years. The references must be from customers that have received the services described in this Solicitation within the last twelve (12) months from the Vendor.	<input type="checkbox"/>



Submittal Form

Solicitation No.		Solicitation Title:	
Bidder's Legal Company Name (include d/b/a if applicable): <input style="width: 90%;" type="text"/> *	Bidder's Federal Tax Identification Number: <input style="width: 90%;" type="text"/> *		
If Corporation - Date Incorporated/Organized: <input style="width: 90%;" type="text"/>	State Incorporated/Organized: <input style="width: 90%;" type="text"/> *		
Company Operating Address: <input style="width: 90%;" type="text"/> *	City <input style="width: 90%;" type="text"/> *	State <input style="width: 90%;" type="text"/> *	Zip Code <input style="width: 90%;" type="text"/> *
Miami-Dade County Address (if applicable): <input style="width: 90%;" type="text"/>	City <input style="width: 90%;" type="text"/>	State <input style="width: 90%;" type="text"/>	Zip Code <input style="width: 90%;" type="text"/>
Company Contact Person: <input style="width: 90%;" type="text"/> *	Email Address: <input style="width: 90%;" type="text"/> *		
Phone Number (include area code): <input style="width: 90%;" type="text"/> *	Company's Internet Web Address: <input style="width: 90%;" type="text"/>		
<p>Pursuant to Section 2-8.6 of the Code of Miami-Dade County (County), any individual, corporation, partnership, joint venture or other legal entity having an officer, director, or executive who has been convicted of a felony during the past ten (10) years shall disclose this information prior to entering into a contract with or receiving funding from the County.</p> <p><input type="checkbox"/> Place a check mark here only if the Bidder has such conviction to disclose to comply with this requirement.</p>			
<p>LOCAL PREFERENCE CERTIFICATION: For the purpose of this certification, and pursuant to Section 2-8.5 of the Code of Miami-Dade County, a "local business" is a business located within the limits of Miami-Dade County that has a valid Local Business Tax Receipt issued by Miami-Dade County at least one year prior to bid submission; has a physical business address located within the limits of Miami-Dade County from which business is performed and which served as the place of employment for at least three full time employees for the continuous period of one year prior to bid submittal (by exception, if the business is a certified Small Business Enterprise, the local business location must have served as the place of employment for one full time employee); and contributes to the economic development of the community in a verifiable and measurable way. This may include, but not be limited to, the retention and expansion of employment opportunities and the support and increase to the County's tax base.</p> <p><input type="checkbox"/> Place a check mark here only if affirming the Bidder meets the requirements for Local Preference. Failure to affirm this certification at this time may render the Bidder ineligible for Local Preference.</p> <p>IN ACCORDANCE WITH CFR 200.319(b), LOCAL PREFERENCE SHALL NOT APPLY TO FEDERALLY FUNDED PURCHASE.</p>			
<p>LOCALLY-HEADQUARTERED BUSINESS CERTIFICATION: For the purpose of this certification, and pursuant to Section 2-8.5 of the Code of Miami-Dade County, a "locally-headquartered business" is a Local Business whose "principal place of business" is in Miami-Dade County.</p> <p><input type="checkbox"/> Place a check mark here only if affirming the Bidder meets the requirements for the Locally-Headquartered Preference (LHP). Failure to affirm certification at this time may render the Bidder ineligible for the LHP.</p> <p>The address of the Locally-Headquartered office is:</p> <input style="width: 90%;" type="text"/> <p>IN ACCORDANCE WITH CFR 200.319(b), LOCALLY-HEADQUARTERED BUSINESS PREFERENCE SHALL NOT APPLY TO FEDERALLY FUNDED PURCHASE.</p>			
<p>LOCAL CERTIFIED VETERAN BUSINESS ENTERPRISE CERTIFICATION: A Local Certified Veteran Business Enterprise is a firm that is (a) a local business pursuant to Section 2-8.5 of the Code of Miami-Dade County; and (b) prior to bid submission is certified by the State of Florida Department of Management Services as a veteran business enterprise pursuant to Section 295.187 of the Florida Statutes.</p> <p><input type="checkbox"/> Place a check mark here only if affirming Bidder is a Local Certified Veteran Business Enterprise. A copy of the certification must be submitted with the bid.</p> <p>IN ACCORDANCE WITH CFR 200.319(b), LOCAL CERTIFIED VETERAN BUSINESS ENTERPRISE PREFERENCE SHALL NOT APPLY TO FEDERALLY FUNDED PURCHASE.</p>			

SMALL BUSINESS ENTERPRISE CONTRACT MEASURES (if applicable):

A Small Business Enterprise (SBE) must be certified by the Division of Small Business Development (SBD) for the type of goods and/or services the Bidder provides in accordance with the applicable Commodity Code(s) for this solicitation. For certification information, contact SBD at (305) 375-3111 or access <http://www.miamidade.gov/smallbusiness/certification-programs.asp>. The SBE must be certified by the solicitation's submission deadline, at contract award, and for the duration of the contract to remain eligible for the preference. Firms that graduate from the SBE Program during the contract may remain on the contract.

☐ Place a check mark here **only** if affirming Bidder is a Miami-Dade County Certified Small Business Enterprise.

IN ACCORDANCE WITH CFR 200.319(b), SMALL BUSINESS ENTERPRISE MEASURES SHALL NOT APPLY TO FEDERALLY FUNDED PURCHASE

SCRUTINIZED COMPANIES WITH ACTIVITIES IN SUDAN LIST, THE SCRUTINIZED COMPANIES WITH ACTIVITIES IN THE IRAN PETROLEUM ENERGY SECTOR LIST, OR THE SCRUTINIZED COMPANIES THAT BOYCOTT ISRAEL LIST:

By executing this bid through a duly authorized representative, the Bidder certifies that the Bidder is not on the Scrutinized Companies with Activities in Sudan List, or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List, as those terms are used and defined in Sections 287.135, 215.473, and 215.4725 of the Florida Statutes. The County shall have the right to terminate any contract resulting from this solicitation for default if the Bidder is found to have submitted a false certification or to have been placed on the Scrutinized Companies for Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Section List, or the Scrutinized Companies that Boycott Israel List.

OR

In the event that the Bidder is unable to provide such certification, but still seeks to be considered for award of this solicitation, the Bidder shall execute the bid through a duly authorized representative and shall **also initial** this space: _____. In this event, the Bidder shall furnish together with its bid a duly executed written explanation of the facts supporting any exception to the requirement for certification that it claims under Section 287.135 and/or 215.4725 of the Florida Statutes. The Bidder agrees to cooperate fully with the County in any investigation undertaken by the County to determine whether the claimed exception could be applicable.

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR A PERIOD OF ONE HUNDRED AND EIGHTY (180) DAYS FROM DATE SOLICITATION IS DUE.

WAIVER OF CONFIDENTIALITY AND TRADE SECRET TREATMENT OF BID:

The Bidder acknowledges and agrees that the submittal of the Bid is governed by Florida's Government in the Sunshine Laws and Public Records Laws, as set forth in Florida Statutes Section 286.011 and Florida Statutes Chapter 119. As such, all material submitted as part of, or in support of, the bid will be available for public inspection after opening of bids and may be considered by the County in public.

By submitting a bid pursuant to this solicitation, Bidder agrees that all such materials may be considered to be public records. The Bidder shall not submit any information in response to this solicitation which the Bidder considers to be a trade secret, proprietary or confidential. In the event that the bid contains a claim that all or a portion of the bid submitted contains confidential, proprietary or trade secret information, the Bidder, **by signing below**, knowingly and expressly **waives** all claims made that the bid, or any part thereof no matter how indicated, is confidential, proprietary or a trade secret and authorizes the County to release such information to the public for any reason.

Acknowledgment of Waiver:

Bidder's Authorized Representative's Signature: _____*	Date _____*
Representative's Name: _____*	
Representative's Title: _____*	

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF THE BIDDER TO BE BOUND BY THE TERMS OF ITS OFFER. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BELOW BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID NON-RESPONSIVE. THE COUNTY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY RESPONSE THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER TO THE TERMS OF ITS OFFER.

Bidder's Authorized Representative's Signature: _____*	Date _____*
Representative's Name: _____*	

Representative's Title:

*

SUBCONTRACTING FORM

Solicitation Number RTQ-02047

*Vendor Name *FEIN #

Complete "A" or "B".

- A. ☐ No subcontractors or direct suppliers will be utilized pursuant to this solicitation.
- B. ☐ The below listed subcontractors and/or suppliers will be utilized pursuant to this solicitation:

Business Name and Address of First Tier Subcontractor/ Subconsultant	Name of Principal Owner	Scope of Work to be Performed by Subcontractor Subconsultant	Subcontractor/ Subconsultant License (if applicable)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Business Name and Address of First Tier Direct Supplier	Name of Principal Owner	Supplies, Materials, and/or Services to be Provided by Supplier	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

And

Below and/or attached is a detailed statement of the firm's policies and procedures for awarding subcontractors:

(Duplicate this form if additional space is needed to provide the required information)

When Subcontracting is allowed and subcontractors will be utilized, the Contractor shall comply with Section 2-8.8 of the Code – Fair Subcontracting Practices: (1) Prior to contract award, the Bidder shall provide a detailed statement of its policies and procedures for awarding subcontracts and (2) As a condition of final payment under a contract, the Contractor shall identify subcontractors used in the work, the amount of each subcontract, and the amount paid and to be paid to each subcontractor via the BMWS at <http://mdcsbd.gob2g.com>.

Pursuant to Section 2-8.1(f) of the Code – Listing of subcontractors required on certain contracts, for all contracts which involve the expenditure of one hundred thousand dollars (\$100,000) or more, the entity contracting with the County must report to the County the race, gender, and ethnic origin of the owners and employees of its first tier subcontractors and suppliers via the BMWS at <http://mdcsbd.gob2g.com>. The race, gender, and ethnic information must be submitted via BMWS as soon as reasonably available and, in any event, prior to final payment under the Contract. The Contractor shall not change or substitute first tier subcontractors or direct suppliers or the portions of the Contract work to be performed or materials to be supplied from those identified except upon written approval of the County.

I certify that the information contained in this form is to the best of my knowledge true and accurate.

*Signature of Vendor's Representative

*Print Name

*Print Title

*Date

Miami-Dade County Contractor Due Diligence Affidavit

Per Miami-Dade County Board of County Commissioners (Board) Resolution No. R-63-14, County Vendors and Contractors shall disclose the following as a condition of award for any contract that exceeds one million dollars (\$1,000,000) or that otherwise must be presented to the Board for approval:

- (1) Provide a list of all lawsuits in the five (5) years prior to bid or proposal submittal that have been filed against the firm, its directors, partners, principals and/or board members based on a breach of contract by the firm; include the case name, number and disposition;
- (2) Provide a list of any instances in the five (5) years prior to bid or proposal submittal where the firm has defaulted; include a brief description of the circumstances;
- (3) Provide a list of any instances in the five (5) years prior to bid or proposal submittal where the firm has been debarred or received a formal notice of non-compliance or non-performance, such as a notice to cure or a suspension from participating or bidding for contracts, whether related to Miami-Dade County or not.

All of the above information shall be attached to the executed affidavit and submitted to the Procurement Officer overseeing this solicitation/contract/purchase order. The Vendor/Contractor attests to providing all of the above information, if applicable, to the County.

NOTE: "Pursuant to Florida Statutes s. 92.525, under penalties of perjury....." vendors who are unable to obtain a Notary Public during the COVID-19 declared emergency are permitted to use the below declaration in lieu of (notarized) affidavits for responses to solicitations.

Written Declaration: Pursuant to Florida Statutes s. 92.525, under penalties of perjury, I declare that I have read the foregoing Contractor Due Diligence Affidavit and that the facts stated in it (attached to it) are true.

Federal Employer

Contract No. :

Identification Number (FEIN):

Contract Title:

Printed Name of Affiant

Printed Title of Affiant

Signature of Affiant

Name of Firm

Date

Address of Firm

State

Zip Code

Notary Public Information

Notary Public – State of

County of

Subscribed and sworn to (or affirmed) before me this

day of,

by

He or she is personally known to me

or has produced identification

Signature of Notary Public

Serial Number

Print or Stamp of Notary Public

Expiration Date

Notary Public Seal

rev. COVID-19 declared emergency

Question and Answers for Solicitation #RTQ-02047 - Marketing Services Pre-qualification Pool

Overall Solicitation Questions

There are no questions associated with this Solicitation.