

Condensed Title:

Request For Approval To Reject All Qualifications Received Pursuant To Request For Qualifications (RFQ) No. 54-09/10, For The Provision Of Governmental Consulting Services At Miami-Dade County, Florida; And Further Directing The Administration To Revise and Reissue The Request For Qualifications

Key Intended Outcome Supported:

Supports Multiple KIOs

Supporting Data (Surveys, Environmental Scan, etc.):

Supporting Data (Surveys, Environmental Scan, etc.): Included in the top five changes that would make Miami Beach a better place to live, work, play or visit, are Safety, Traffic, and Beach Erosion, each of which can be significantly impacted by legislative and funding actions by Miami-Dade County.

Issue:

Shall the City Commission reject all qualifications received pursuant to the RFQ?

Item Summary/Recommendation:

Due to the significant potential positive or negative impacts on Miami Beach of issues under the authority of the County, and given the size and complexity of the Miami-Dade County government, the FY2010/11 budget proposal included funding for the hiring of a County lobbyist. On September 24, 2010, the Procurement Division issued the RFQ to all registered Miami-Dade County, and City of Miami Beach Lobbyists. More than 685 notices were mailed, which resulted in the receipt of qualifications from the following firms/individuals: 1) Gabrielle Redfern; 2) Olmedillo X5; 3) Rosario Kennedy & Associates, Corp. in association with Washington Square Partners, Inc., and The Law Offices of N. Patrick Range II, PA.

After careful consideration of the Committee's recommendations, the City Manager exercised his due diligence and recommends that the Mayor and City Commission reject all proposals received. This recommendation is based on several factors, including the split votes from the Evaluation Committee regarding rejection of bids and the ranking of respondents; the changes to County Government since the RFQ was issued; and comments received about the Scope of Services included in the RFQ.

As this support remains necessary, especially in light of the changing County government climate, the Administration recommends that the Mayor and City Commission reject all qualifications received pursuant to the RFQ, and further recommends that the Mayor and City Commission direct the Administration to revise and reissue the RFQ.

REJECT ALL QUALIFICATIONS RECEIVED.

Advisory Board Recommendation:

Financial Information:

Source of Funds:	Amount	Account	Approved
1			
OBPI	Total		

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Gus Lopez: Ext. 6641

Sign-Offs:

Department Director	Assistant City Manager	City Manager
KC	HF	JMG

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COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 11, 2011

SUBJECT: **REQUEST FOR APPROVAL TO REJECT ALL QUALIFICATIONS RECEIVED PURSUANT TO REQUEST FOR QUALIFICATIONS (RFQ) NO. 54-09/10, FOR THE PROVISION OF GOVERNMENTAL CONSULTING SERVICES AT MIAMI-DADE COUNTY, FLORIDA; AND FURTHER DIRECTING THE ADMINISTRATION TO REVISE AND REISSUE THE REQUEST FOR QUALIFICATIONS.**

ADMINISTRATION RECOMMENDATION

Reject all qualifications received pursuant to the RFQ and revise and reissue the RFQ.

ANALYSIS

Each year, the Administration develops, and the Mayor and City Commission approve, legislative priorities for issues at the State and Federal levels. Additionally, the City contracts with lobbying firms to provide State and Federal lobbying and governmental consulting services to the City. While there are many issues of importance to the City at the State and Federal levels, there are many important funding, local authority, and legislative issues decided by Miami-Dade County that have significant impacts on the City of Miami Beach.

Due to the significant potential positive or negative impacts on Miami Beach of issues under the authority of the County, and given the size and complexity of the Miami-Dade County government, the FY2010/11 budget included funding for the hiring of a County lobbyist, in addition to the existing State and Federal contract lobbyists currently employed by the City.

Some of the significant county issues (some of which have been resolved) that have had potential or actual impact on the City include:

- Beach Renourishment;
- Consolidation of the municipal fire departments into the Miami-Dade Fire Department;
- Operation of the South Beach Local;
- Proposed amendments to the municipal share of the half-cent transit surtax;
- General Obligation Bond Projects;
- Miami Beach Convention Center;
- Convention Development Tax Receipts;
- Urban Area Security Initiative (UASI) funding;
- Water and Sewer Rates and Water and Sewer Connection Fees;
- Community Redevelopment Agencies (CRAs)

The Mayor and City Commission, at its September 20, 2010 meeting, authorized the issuance of the RFQ with the following qualifications that the selected Lobbyist must possess:

- a strong working knowledge of the legislative, administrative, and regulatory processes of Miami-Dade County;

Commission Memorandum

Rejection of Qualifications Received Pursuant to RFQ for County Lobbying Services

May 11, 2011

Page 2 of 4

- a clear understanding of the City of Miami Beach and its needs;
- a clear understanding of the many local issues facing municipalities;
- a history of successful lobbying experience at the county level; and
- a clear strategy for representing the City before the legislative and executive branches of Miami-Dade County.

On September 24, 2010, the Procurement Division issued the RFQ to all registered Miami-Dade County, and City of Miami Beach Lobbyists. More than 685 notices were mailed, which resulted in the receipt of qualifications from the following firms/individuals:

- Gabrielle Redfern
- Olmedillo X5, Inc.
- Rosario Kennedy & Associates, Corp. in association with Washington Square Partners, Inc., and The Law Offices of N. Patrick Range II, PA.

In light of the number of responses given the outreach undertaken, the Procurement Division requested feedback from individuals and firms that obtained a copy of the RFQ and did not respond to determine why they elected not to submit a proposal. The following primary reasons were provided: the budgeted dollar amount of \$70,000 for the extensive scope of services delineated in the RFQ was not sufficient; prohibited lobbying activities (any person or entity retained as a lobbyists by the City is prohibited from lobbying any city officer...); and, client disclosure rules (the RFQ required a detailed description of comparable contracts to include information of the client, scope of work, and total dollar value of the contract).

EVALUATION PROCESS

On February 3, 2011, the City Manager via Letter to Commission (LTC) No. 032-2011, appointed the following individuals to serve as Evaluation Committee (the "Committee") members:

- Judy Hoanshelt, Grants Manager
- Maria Mayer, Leadership Academy Graduate
- James Sutter, Internal Auditor
- Jeremy White, Leadership Academy Graduate
- Mark Wohl, Leadership Academy Graduate

COMMITTEE RECOMMENDATIONS

On March 3, 2011, the Committee convened and listened to presentations from all proposers; conducted question and answer sessions; and deliberated. The Committee scored and ranked the Proposers as follows:

FINAL RANKING

Proposer	Judy Hoanshelt	Maria Mayer	James Sutter	Jeremy White	Mark Wohl	Low Aggregate
Olmedillo X5, Inc.	2(76)	1(85)	2(83)	1(100)	3(82)	2(9)
Rosario Kennedy & Associates, Corp	1(88)	2(82)	1(89)	3(40)	2(85)	2(9)
Gabrielle Redfern	3(66)	3(45)	3(71)	2(65)	1(94)	3(12)

Commission Memorandum

Rejection of Qualifications Received Pursuant to RFQ for County Lobbying Services

May 11, 2011

Page 3 of 4

The following motions were made by the Committee:

Motion No. 1: Maria Mayer moved to reject all proposals and revise the RFQ with more flexibility to increase the number of proposals; seconded by Mark Wohl; Voice vote: 2-3; Opposed: Judy Hoanshelt, James Sutter, and Jeremy White. Motion fails.

Motion No. 2: Jeremy White moved to rank Olmedillo X5 as the top-ranked firm; no second received.

Motion No. 3: Maria Mayer moved to rank Rosario Kennedy & Associates as the top-ranked firm; seconded by James Sutter; Voice vote: 3-2; Opposed: Jeremy White and Mark Wohl.

Motion No. 4: Maria Mayer moved to rank Olmedillo X5 as the second-ranked firm; seconded by James Sutter; Voice vote: 4-1; Opposed: Mark Wohl.

Motion No. 5: Motion by Mark Wohl that whether the City selects Rosario Kennedy & Associates, or Olmedillo X5, that Gabrielle Redfern be considered to be part of the team of the selected Lobbyist.

CITY MANAGER'S DUE DILLIGENCE

After careful consideration of the Committee's recommendations, the City Manager exercised his due diligence and recommends that the Mayor and City Commission reject all proposals received. This recommendation is based on several factors, including:

1. Evaluation Committee actions, such as the 2-3 split vote by the Committee to recommend rejection of all proposals; the 2-2-1 first place final ranking for the three firms; and the fact that the recommended firm was only recommended with a vote change in order to make a recommendation after rejection was no longer an option;
2. There have been significant changes that have occurred at Miami-Dade County after the recall election, and subsequent placement on the ballot of six (6) new charter questions; and
3. The fact that two (2) new County Commissioners were elected in November, there will be a new County Mayor and new District 7 and 13 County Commissioners in the next few weeks, and there is currently a new County Manager.

NEXT STEPS

The Administration recommends that, rather than engage a lobbyist to continuously monitor all activity at the County, that the Request for Qualifications be revised and re-issued to identify a lobbying firm that the City will contract with on a retainer basis, to serve in an "on-call" capacity to advocate for the City's interests as necessary when issues that impact the City arise. The following selection of a firm in response to the new RFQ, the Administration will negotiate a base retainer fee as well as the additional fees for service with the selected firm.

Following are the proposed terms of the new RFQ:

Qualifications

The selected Proposer should possess at a minimum:

- a strong working knowledge of the legislative, administrative, and regulatory processes of Miami-Dade County;
- a clear understanding of the City of Miami Beach and its needs;
- a clear understanding of the many local issues facing municipalities;
- a history of successful lobbying experience at the county level; and

Term

The City intends to award a contract for a two (2) year period with two (2), one-year options to renew at the City's sole discretion.

Services

The selected proposer shall provide governmental representation and consulting services on an as-needed basis to be requested by the City, for various subjects and issues affecting the City of Miami Beach, its residents and/or businesses.

CONCLUSION

As this support remains necessary, especially in light of the changing County government climate, the Administration recommends that the Mayor and City Commission reject all qualifications received pursuant to the RFQ, and further recommends that the Mayor and City Commission direct the Administration to revise and reissue the RFQ.

JMG/HF/GL/KC

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