

Condensed Title:

A Resolution Of The Mayor And City Commission Of The City Of Miami Beach, Florida, Accepting The Recommendation Of The City Manager Pertaining To The Ranking Of Firms, Pursuant To Request For Qualifications (RFQ) No. 19-11/12, To Provide Public Information Services On Right Of Way And Facilities Construction Projects; Authorizing The Administration To Enter Into Negotiations With The Three (3) Top-Ranked Proposers: Infinite Source Communications Group; Quest Corporation Of America, Inc.; And Media Relations Group, LLC.; And Further Authorizing The Mayor And City Clerk To Execute Agreements Upon Completion Of Successful Negotiations.

Key Intended Outcome Supported:

Enhance external and internal communications from and within the City.

Supporting Data (Surveys, Environmental Scan, etc.): The 2009 Customer Satisfaction Survey indicated that 79 percent of residents and 66 percent of businesses feel the amount of information they get is the right amount.

Issue:

Shall the Mayor and City Commission Adopt The Resolution?

Item Summary/Recommendation:

On December 14, 2012, the Mayor and City Commission approved the issuance of Request for Qualifications (RFQ) No. 19-11/12, to Provide Public Information Services on Right of Way and Facilities Construction Projects.

RFQ No. 19-11/12 was issued on December 21, 2012, with an opening date of February 2, 2012. A pre-proposal conference to provide information to the proposers submitting a response was held on January 12, 2012.

BidNet issued bid notices to 83 prospective proposers, and over 19 local proposers were notified via mail and e-mail, which resulted in the receipt of five (5) proposals.

On March 14, 2012, the City Manager via Letter to Commission (LTC) No. 075-2012, appointed an Evaluation Committee (the "Committee").

The Committee convened on April 4, and 17, 2012. The Committee was provided with general information on the scope of services, Performance Evaluation Surveys, and additional pertinent information from all responsive proposers. Additionally, the Committee received presentations from all proposers.

The Committee discussed its individual perceptions of the proposers' qualifications, experience, and competence, and further ranked the proposers accordingly. A motion was presented by Irene Valines, seconded by Ray Breslin, and unanimously approved by all Committee members to recommend entering into negotiations with the three (3) top ranked proposers: Infinite Source Communications Group, Quest Corporation of America, Inc, and Media Relations Group, LLC.

ADOPT THE RESOLUTION

Advisory Board Recommendation:

Financial Information:

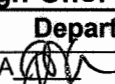


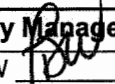
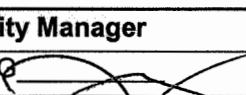
Source of Funds:	Amount	Account
1		
2		
OBPI	Total	

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Raul Aguila

Sign-Offs:

Department Director	Assistant City Manager	City Manager
RA  FV 	JGG  PDW 	JMQ 

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MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

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

FROM: Jorge M. Gonzalez, City Manager

DATE: May 9, 2012

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PERTAINING TO THE RANKING OF FIRMS, PURSUANT TO REQUEST FOR QUALIFICATIONS (RFQ) NO. 19-11/12, TO PROVIDE PUBLIC INFORMATION SERVICES ON RIGHT OF WAY AND FACILITIES CONSTRUCTION PROJECTS; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE THREE (3) TOP-RANKED PROPOSERS: INFINITE SOURCE COMMUNICATIONS GROUP; QUEST CORPORATION OF AMERICA, INC.; AND MEDIA RELATIONS GROUP, LLC.; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AGREEMENTS UPON COMPLETION OF SUCCESSFUL NEGOTIATIONS.**

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

KEY INTENDED OUTCOME SUPPORTED

Enhance external and internal communications from and within the City.

ANALYSIS

The Capital Improvement Project's (CIP) Construction Management efforts have expanded Citywide. Neighborhood right of way improvements, structural and park facilities, and capital renewal and replacement projects are underway in each of the three (3) City districts. The additional activity produced by these projects generates an exponential need for proper and timely notification to our citizens. Keeping our residents, business owners, and civic organizations well informed and actively involved is a key factor of CIP's ongoing and growing commitment to maintain the public informed at all times.

Communications regarding the construction process is a critical element of every project. CIP is currently evolving its communications process and policies. The Office is reformulating itself to be more communication driven and proactive. In order to achieve this goal, CIP is breaking down project-related information as follows:

1. Pre-Construction Communications – In this phase, a plan is developed delineating how the community will be informed throughout the life of the project. The community is provided with information regarding when the project will commence and how stakeholders will be affected. Meetings are held with stakeholders to introduce the project team and contractor that will be working in the area.

2. Project Information – This phase begins concurrently with construction and is finalized when the project is substantially completed. Residents, business owners, and civic organizations are provided with weekly information relative to the progress of the work. Meetings are held on an as-needed basis with individual stakeholders or interested groups.
3. Post-Construction Communications – In this phase, project-close out information is sent out to stakeholders informing them that construction has been finalized and providing them with contact information for the various owner agencies.

Currently, public information services are brought on board for neighborhood right of way projects, via the contractor that was awarded the job. Public information services for improvements to, or development of, City facilities are either brought in via the contractor, or handled in-house by the City. The public information officer (PIO) brought in by the contractor is selected at the contractor's discretion. The PIO develops and coordinates communication efforts and reports to the project team and CIP's Public Information Specialist. He/she is tasked with the following:

- Developing project-related materials that are distributed on a daily or weekly basis;
- Addressing questions, concerns or comments and communicating project information to stakeholders; and
- Scheduling meetings and planning events to address stakeholder concerns.

The successful proposers selected pursuant to this RFQ will serve to facilitate the assignment of these services for all neighborhood and facility projects managed by CIP. The goal is that the individuals procured for these services are communications professionals, or have served in a public information capacity for two (2) years or more. Lastly, it is imperative that CIP have full control of the consultants developing and executing the communication efforts for active and future construction projects. Having control of the PIO's will help the city provide the best possible service to the stakeholders impacted by our planned efforts.

SCOPE OF SERVICES

The Scope of Services in the RFQ describes and defines activities which may be required by the City for a range of services to include, but not be limited to: communications planning and implementation; public relations and community involvement; customer service; general translation and interpreting services; revamping project collaterals; preparation of related media communications and collateral materials; preparation of audio/video presentations; project planning; coordination and implementation; and other related services.

The City shall request consultant services on an as-needed basis. Further, the Consultant is providing these services on a non-exclusive basis. The City, at its option, may elect to have any of the services set forth herein performed by other consultants or City staff.

The successful proposer(s) will be tasked with the following duties and responsibilities:

- Developing Public Involvement Plans
- Developing project-related informational material
- Communicating project information and addressing concerns

- Preparing related media communications and informational materials
- Coordinating emergency communications
- Developing presentations and talking points
- Planning, organizing and attending special events and meetings
- Preparing audio/video presentations
- Writing newsletters and feature stories
- Translating collateral material developed
- Designing and develop templates and graphics informational materials

RFQ PROCESS

On December 14, 2012, the Mayor and City Commission approved the issuance of Request for Qualifications (RFQ) No. 19-11/12, to Provide Public Information Services on Right of Way and Facilities Construction Projects.

RFQ No. 19-11/12 was issued on December 21, 2012, with an opening date of February 2, 2012. A pre-proposal conference to provide information to the proposers submitting a response was held on January 12, 2012.

BidNet issued bid notices to 83 prospective proposers, and over 19 local proposers were notified via mail and e-mail, which resulted in the receipt of the following five (5) proposals:

1. Bermello Ajamil & Partners;
2. Caltrop Corporation;
3. Infinite Source Communications;
4. Media Relations Group LLC; and
5. Quest Corporation of America, Inc.

On March 14, 2012, the City Manager via Letter to Commission (LTC) No. 075-2012, appointed an Evaluation Committee (the "Committee") consisting of the following individuals:

- Dolores Mejia, Special Project Administrator, Office of the City Manager
- Nannette Rodriguez, Public Information Officer, Community Relations Department
- Ray Breslin, Collins Park Resident and Leadership Academy Graduate
- Daniel Veitia, North Beach Resident and Leadership Academy Graduate
- Darlene Fernandez, Capital Projects Coordinator, Office of Capital Improvement Projects
- Lucero Levy, Biscayne Point Resident and Leadership Academy Graduate
- Irene Valines, Resident and Leadership Academy Graduate

Alternates

- Shari Lipner, Public Information Specialist, Office of Capital Improvement Projects
- Lynn Bernstein, Community Resources Coordinator, Office of the City Manager
- Humberto Cabañas, Senior Capital Projects Coordinator, Office of Capital Improvement Projects.

The Committee convened on April 4, and 17, 2012. The Committee was provided with general information on the scope of services, Performance Evaluation Surveys, and additional pertinent information from all proposers. Additionally, the Committee received presentations

from proposers.

The Committee discussed the proposers' qualifications, experience, and competence, and further ranked the proposers accordingly. The Committee's final rankings are as follows:

FINAL RANKINGS

RFQ# 19-11/12 FOR PIGS FOR ROW AND FACILITIES PROJECTS	Dolores Meja	Nannette Rodriguez	Ray Breslin	Daniel Veitia	Darlene Fernandez	Lucero Levy	Irene Valines	LOW AGGREGATE TOTALS
Infinite Source Communications	(83) 1	(101) 1	(93) 1	(81) 2	(101) 1	(94) 3	(101) 1	(10) 1
Quest Corporation of America, Inc	(78) 2	(98) 3	(93) 1	(82) 1	(88) 4	(99) 1	(93) 2	(14) 2
Media Relations Group, LLC	(77) 3	(99) 2	(86) 4	(75) 3	(97) 2	(98) 2	(86) 3	(19) 3
Bermello Ajamil & Partners	(68) 4	(79) 4	(80) 5	(75) 3	(92) 3	(90) 4	(82) 5	(28) 4
Caltrop Corporation	(68) 4	(58) 5	(87) 3	(74) 5	(88) 4	(90) 4	(85) 4	(29) 5

A motion was presented by Irene Valines, seconded by Ray Breslin, and unanimously approved by all Committee members, to recommend entering into negotiations with the three (3) top ranked proposers: Infinite Source Communications Group; Quest Corporation of America, Inc; and Media Relations Group, LLC.

COMPANY PROFILES

INFINITE SOURCE COMMUNICATIONS GROUP

Infinite Source is a locally-owned, full service Florida Department of Transportation DBE, Florida State MBE, and Miami-Dade County SBE Certified Company. Infinite Source specializes in public involvement/information services, public relations (PR) and marketing, website development and graphic and video design to support private business, municipal economic development efforts and the transportation industry on all phases of infrastructure projects, including project development and environment (PD&E) studies, design, design/build and construction projects.

The Infinite Source team has worked on dozens of PR, marketing, and community outreach campaigns for agencies such as the Florida Department of Transportation, Miami-Dade County, Monroe County, City of North Bay Village, and Lighthouse Point Chamber of Commerce; as well as the City of Miami Beach.

The Infinite Source team is made up of skilled practitioners with local knowledge in community outreach, who have serviced a number of transportation-driven agencies, non-profit organizations and municipalities in Florida. Infinite Source's experience includes providing outreach services and successfully continuing communication in the following transportation driven sectors: PD&E, design and construction (such as the West Avenue PD&E Study and Central Bayshore Neighborhood Improvement Project).

Project Manager Monica Diaz is a bilingual communications professional, experienced in PR, marketing, public involvement, print journalism, and integrated marketing communications. Ms. Diaz has over seven (7) years of professional experience and actively serves on a variety of creative campaigns, and public information projects for infrastructure and other public and private entities. Ms. Diaz has served on key projects with agencies such as the Tempe Convention and Visitor Bureau, Toyota Motors, and Sony/BMG Music. She actively serves an array of clients including FDOT, Bal Harbour Village, Modani Furniture, and the City of Miami

Beach. Ms. Diaz will oversee project strategizing, QA/QC processes, and maintain close coordination with the CIP office on the successful execution of project responsibilities.

Lead Public Information Office Laura Carolina Sala is a well-rounded and experienced bilingual PIO focusing on customer service and public affairs. Her work has consisted of community outreach projects ranging from awareness campaigns to advocacy groups, with organizations such as Mother's Against Drunk Driving (MADD), Students Working Against Tobacco (SWAT), National Conference for Community and Justice (NCCJ), and the Miami-Dade Department of Health HIV Education Programs. Ms. Sala worked for New York Road Runners, organizers of the New York City Marathon. Ms. Sala's experience also includes disaster management and coordination after working with the United Nations Office for the Coordination of Humanitarian Affairs (OCHA). During crises such as the Haiti earthquake, she helped coordinate the efforts directing all incoming assistance to the appropriate departments and organizations. She has also work with the United Nations in peacekeeping for Somalia and as a freelance professional photographer.

The following are samples of some of the projects that Infinite Source has worked on in recent years:

- Bal Harbour and Town of Surfside – Collins Avenue Forcemain Construction Project.
- SR 5/US 1/Biscayne Blvd Reconstruction from NE 15 ST to NE 38 St.
- NW 79 Street Repaving Project – Miami Beach Public Works
- City Center 9A Neighborhood Improvement Project – City of Mimi Beach
- FDOT SR 112/I-195 Reconstruction Project from NW 10 Ave to Biscayne Bay
- West Avenue Bridge Project PD&E Study
- Collins Avenue/SR A1A – 5th Street to Lincoln Road Safety Enhancement Project
- SR 985/SW 107 Avenue from north of SR 990/Killian Parkway to south of SR 94/Kendall Drive
- Cit yCenter 9C Lincoln Road Beautification Project
- New York Road Runner's Empire State Building Run-Up

QUEST CORPORATION OF AMERICA, INC

Founded more than 16 years ago, QCA is a Minority Woman-Owned / Disadvantaged Business Enterprise (MW / DBE) dedicated to serving the needs of public-sector clients throughout the State. Through the years, QCA has earned the reputation of providing the highest level of consulting services in the areas of Public Information, Public Involvement, Marketing and Communications.

Additionally, QCA offers our extensive resources, above and beyond the stated contract positions. With nearly 50 employees dedicated solely to public sector clients statewide, plus an award-winning in-house Creative Services Division.

The local office is comprised of ten communications professional who have been developing and implementing public information plans and providing communication consulting services on hundreds of road, bridge, utility, and facility projects undertaken by the City of Miami Beach and other public sector agencies and municipalities.

Tish Burgher, QCA Senior Manager, will serve this contract as Project Principal, and will be

an additional resource for Quality Assurance/Quality Control (QA/QC) support. Ms. Burgher has worked as a Project Principal, Project Manager and Senior Public Information Officer in South Florida for more than 17 years. She has worked indirectly with the City of Miami Beach on numerous FDOT roadway projects and offers extensive experience supervising similar contracts. She manages a local staff of ten associates, overseeing contracts, client relations and contract compliance.

Lauren Firtel, QCA Area Manager, will be the Project Manager in charge of Quality Assurance/Quality Control (QA/QC) for this contract. Ms. Firtel has more than eight (8) years of relevant experience. Ms. Firtel has experience managing multiple people and projects simultaneously and has organized special events from start to finish with a large volunteer leadership base and hundreds of attendees. Since joining QCA, she has served as the Public Information Officer for four (4) City of Miami Beach Capital Improvement Projects; three (3) are still ongoing. Ms. Firtel serves as the community liaison/point person for South Pointe Phases III, IV and V; Star Island and Bayshore B – Lower North Bay Road. Ms. Firtel also serves FDOT's District Six (Miami-Dade and Monroe counties) as an Assistant Public Information Specialist on the Districtwide Miscellaneous Construction Contract .

Ivette Ruiz-Paz, bilingual QCA Associate, will serve as the Public Information Officer (PIO) for this contract. A seasoned English and Spanish media professional, Ms. Ruiz-Paz brings over 14 years of experience and is a skilled writer in both English and Spanish. She has experience coordinating and facilitating public meetings and special events; she also assisted with ramp up activities on local roadway projects, such as the 95 Express Phase 2, which recently began in Broward County.

The following are samples of some of the projects that QCA has worked on in recent years:

- Star Island
- South Pointe Phase III, IV, V
- South Pointe Phase II
- City of Doral (Trolley)
- FDOT District Six, Miami-Dade and Monroe County
- Orange County Utilities/Lake Conway Estates
- City of Orlando/Barack Obama Parkway
- City of Panama City Beach
- City of Cape Coral/Balfour Beatty

MEDIA RELATIONS GROUP, LLC

Media Relations Group LLC (MRG) is a locally owned, Florida Department of Transportation (FDOT) certified Disadvantaged Business Enterprise (DBE), and Florida-Certified Minority Business Certification firm, whose staff is based in Miami-Dade County. MRG has served the South Florida community since 1999. In the last two (2) years, MRG has scheduled and conducted more than 100 briefings with elected officials in the tri-county areas, and executed more than 50 successful public meetings and hearings.

MRG provides media relations in both English and Spanish, marketing; graphic services, the organization of business interests, grassroots door to door consensus building, and serves a spokesperson for its clients. For 13 years, MRG has developed and executed successful public involvement programs and community awareness plans for the FDOT, Florida's Turnpike Enterprise, Miami-Dade and Broward Metropolitan Planning Organizations, Miami-Dade Public Works, Miami-Dade Water and Sewer, Miami-Dade Expressway Authority, and several individual municipalities.

The team is comprised of individuals who have more than 50 years of combined experience working with and for many local agencies and cities.

Project Manager Alicia Gonzalez is a bilingual public relations professional specializing in public involvement programs for infrastructure projects. Mrs. Gonzalez has successfully implemented public involvement campaigns for the Florida Department of Transportation's District One, Four, and Six for the past 18 years. She has more than 16 years of experience in media relations, working with both Spanish and English media in the South Florida area. Mrs. Gonzalez's position as Principal of MRG, guarantees her ability to serve as Project Manager without interruption for the duration of the contract. Mrs. Gonzalez will ensure contract compliance, manage budget, execute special projects and oversee all staff and work production.

Public Information Officer David Ramil is a bilingual public information specialist who brings years of experience in the fields of construction, design, design-build, project development and environment (PD&E) and traffic operations projects. Mr. Ramil's expertise in community outreach has helped him become a key team member on significant projects through all phases of development. As a liaison for FDOT, he has worked with elected officials, the media and the general public throughout South Florida. Mr. Ramil has coordinated numerous public meetings and public information campaigns on behalf of FDOT District Six and District Four.

Public Information Officer Alison Soule is an experienced public affairs/public relations professional who has worked on transportation, transit and community outreach projects in South Florida. Ms. Soule specialties include developing, managing, and implementing successful public involvement programs for projects in FDOT Districts Four and Six. Ms. Soule has worked extensively with members of the public, elected officials, municipal representatives and the media.

The following are samples of some of the projects that MRG has worked on in recent years:

- Florida Department of Transportation, District Four
- Florida Department of Transportation, District Six
- Town of Cutler Bay Public Outreach Contract
- City of North Bay Village
- Village of Palmetto Bay Public Outreach Contract
- Cutler Bay Water and Sewer Department 60" Force Main
- City of Hialeah Automated Waste Collection Study
- City of Doral Trolley Service Study

MANAGER'S DUE DILIGENCE

After considering the review and recommendation of City staff, the City Manager exercised his due diligence and is recommending that the Mayor and the City Commission authorize the

Commission Memorandum – RFQ # 19-11-12 to Provide Public Information Services on Right of Way and Facilities Construction Projects.

May 9, 2012

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Administration to enter into negotiations with the three (3) top-ranked proposers: Infinite Source Communications Group; Quest Corporation of America, Inc; and Media Relations Group, LLC.; and further authorize the Mayor and City Clerk to execute agreements upon completion of successful negotiations.

CONCLUSION

The Administration recommends that the Mayor and City Commission of the City of Miami Beach, Florida accepts the recommendation of the City Manager pertaining to the ranking of proposals pursuant to Request for Qualifications (RFQ) No. 19-11/12 to Provide Public Information Services on Right of Way and Facilities Construction Projects; authorizing the Administration to enter into negotiations with the three (3) top-ranked proposers: Infinite Source Communications Group, Quest Corporation of America, Inc, and Media Relations Group, LLC.; and further authorizing the Mayor and City Clerk to execute agreements upon completion of successful negotiations.

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RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PERTAINING TO THE RANKING OF FIRMS, PURSUANT TO REQUEST FOR QUALIFICATIONS (RFQ) NO. 19-11/12, TO PROVIDE PUBLIC INFORMATION SERVICES ON RIGHT OF WAY AND FACILITIES CONSTRUCTION PROJECTS; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH THE THREE (3) TOP-RANKED PROPOSERS: INFINITE SOURCE COMMUNICATIONS GROUP; QUEST CORPORATION OF AMERICA, INC.; AND MEDIA RELATIONS GROUP, LLC.; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE AGREEMENTS UPON COMPLETION OF SUCCESSFUL NEGOTIATIONS.

WHEREAS, on December 14, 2012, the Mayor and City Commission approved the issuance of Request for Qualifications (RFQ) No. 19-11/12, to provide Public Information Services on Right of Way and Facilities Construction Projects; and

WHEREAS, RFQ No. 19-11/12 was issued on December 21, 2012, with an opening date of February 2, 2012; and

WHEREAS, a pre-proposal conference to provide information to the proposers submitting a response was held on January 12, 2012; and

WHEREAS, BidNet issued bid notices to 83 prospective proposers, and over 19 local proposers were notified via mail and e-mail, which resulted in the receipt of five (5) proposals; and

WHEREAS, on March 14, 2012, the City Manager via Letter to Commission (LTC) No. 075-2012, appointed an Evaluation Committee (the "Committee") consisting of the following individuals:

- Dolores Mejia, Special Project Administrator, Office of the City Manager
- Nannette Rodriguez, Public Information Officer, Community Relations Department
- Ray Breslin, Collins Park Resident and Leadership Academy Graduate
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- Irene Valines, Resident and Leadership Academy Graduate

Alternates

- Shari Lipner, Public Information Specialist, Office of Capital Improvement Projects
- Lynn Bernstein, Community Resources Coordinator, Office of the City Manager
- Humberto Cabañas, Senior Capital Projects Coordinator, Office of Capital Improvement Projects; and

WHEREAS, the Committee convened on April 4, and 17, 2012, and was provided with general information on the scope of services, Performance Evaluation Surveys, additional pertinent information, and presentations from all proposers; and

WHEREAS, the Committee discussed the proposers' qualifications, experience, and competence, and ranked the proposers accordingly; and

WHEREAS, a motion was presented by Irene Valines, seconded by Ray Breslin, and unanimously approved by all Committee members, to recommend entering into negotiations with the three (3) top ranked proposers: Infinite Source Communications Group; Quest Corporation of America, Inc; and Media Relations Group, LLC.; and

WHEREAS, after considering the recommendation of the Committee, the City Manager exercised his due diligence and concurs with the Committee's recommendation.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the City Manager pursuant to Request for Qualifications (RFQ) No. 19-11/12 to Provide Public Information Services on Right of Way and Facilities Construction Projects; and authorize the Administration to enter into negotiations with the three (3) top-ranked proposers: Infinite Source Communications Group, Quest Corporation of America, Inc, and Media Relations Group, LLC.; and further authorize the Mayor and City Clerk to execute agreements upon completion of successful negotiations.

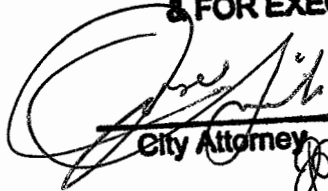
PASSED AND ADOPTED THIS _____ DAY OF _____ 2012.

ATTEST:

CITY CLERK

MAYOR

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**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**


City Attorney
4-27-12

Date

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