

## City of Hallandale Beach City Commission Agenda Cover Memo

<b>Meeting Date:</b>	October 5, 2016		<b>Item Type:</b> <i>(Enter X in box)</i>	<b>Resolution</b> <div style="text-align: center;">X</div>	<b>Ordinance</b>	<b>Other</b>
<b>Fiscal Impact:</b> <i>(Enter X in box)</i>	<b>Yes</b>	<b>No</b>	<b>Ordinance Reading:</b> <i>(Enter X in box)</i>		<b>1<sup>st</sup> Reading</b>	
	X		<b>Public Hearing:</b> <i>(Enter X in box)</i>		<b>2<sup>nd</sup> Reading</b>	
<b>Funding Source:</b>	<b>For Newsletter:</b> 1110-547000 3390W-547000 3420-547000 <b>For Miscellaneous Brochures and/or other Promotional Printed Materials: Various Operation Accounts within General, Utility, Transportation, and Sanitation Funds</b>		<b>Advertising Requirement:</b> <i>(Enter X in box)</i>	<b>Yes</b>		<b>No</b>
				X		
<b>Account Balance:</b>	1110-547000 (\$10,000) 3390W-547000 (\$25,000) 3420-547000 (\$25,000) <b>Miscellaneous Operation Accounts: \$50,000</b>		<b>Quasi-Judicial:</b> <i>(Enter X in box)</i>	<b>Yes</b>		<b>No</b>
				X		
<b>Project Number :</b>	N/A		<b>RFP/RFQ/Bid Number:</b>	RFP #FY 2015-2016-017, Design, Print, Mail and E-Mail Citywide Newsletter		
<b>Contract/P.O. Required:</b> <i>(Enter X in box)</i>	<b>Yes</b>	<b>No</b>	<b>Strategic Plan Priority Area:</b> <i>(Enter X in box)</i>			
	X		<b>Safety</b> <input type="checkbox"/>  <b>Quality</b> <input checked="" type="checkbox"/>  <b>Vibrant Appeal</b> <input checked="" type="checkbox"/>			
<b>Sponsor Name:</b>	Daniel A. Rosemond, City Manager		<b>Department:</b> <b>Innovation Technology</b>		Greg Chavarria, CIO	

**Short Title:**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDED RFP #FY 2015-2016-017, DESIGN, PRINT, MAIL AND E-MAIL THE CITYWIDE HALLANDALE HAPPENINGS NEWSLETTER TO THE HIGHEST RANKED**

**BIDDER, DESIGN MOVES, INC. FOR AN AMOUNT NOT TO EXCEED ONE HUNDRED THIRTY THOUSAND (\$130,000.00) DOLLARS; AUTHORIZING THE CITY MANAGER AND CITY ATTORNEY TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH DESIGN MOVES, INC. TO EFFECTUATE THE PROJECT; AND PROVIDING AN EFFECTIVE DATE.**

**Staff Summary:**

**Background:**

This item seeks City Commission authorization to award RFP #FY 2015-2016-017, Design, Print, Mail and E-Mail Citywide Newsletter, and other miscellaneous services to the highest ranked firm, Design Moves, LLC. Miscellaneous services under the RFP include the development of brochures and/or other promotional printed materials: these services are to be utilized by all City Departments.

The City of Hallandale Beach looks forward to enhancing its ability to engage with constituents and provide awareness of services, events and opportunities available for City of Hallandale Beach stakeholders. This initiative meets two of our Strategic Plan priority areas: Quality and Vibrant Appeal. Traditionally, the Hallandale Happenings publication has been utilized as the City's direct-mailing newsletter, delivered to all residents of the City. The City publishes four quarterly editions to ensure the residents are aware of City events, programs, services and upcoming projects. In the City's 2015 Resident Satisfaction Survey, 70 percent (%) of the residents responded that they were very satisfied or satisfied with the newsletter; 23 percent were neutral, and eight (8) percent were dissatisfied. For many residents, Hallandale Happenings is their primary communication channel for City events and programs.

As the contract with the current provider, Tribune Direct, has expired, staff is taking this opportunity to enhance the publication's format and content, as well as its delivery platform. Accordingly, staff solicited proposals for newsletter publication and content services that will expand the delivery of a quality newsletter to keep residents informed of City programs, projects, events and relevant communications. In addition, to maintain a uniform and consolidated communications strategy throughout all departments, the RFP also solicited miscellaneous services related to the production of printed materials such as brochures and flyers.

**Why Action is Necessary:**

Staff has released Request for Proposal (RFP) #FY 2015-2016-017, Design, Print, Mail and E-Mail Citywide Newsletter, evaluated responses to said RFP and is recommending award.

Pursuant to Chapter 23, Section 23-4, Competitive Bidding Required, all purchases of and contracts for equipment, supplies and contractual services, when the estimated cost shall exceed \$50,000.00 shall be based on competitive bids. Furthermore, pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager, shall have the authority to recommend to the City Commission award of contracts.

### **Current Situation:**

In releasing the formal solicitation, the City sought the opportunity to access as many users as possible and, in doing so, requested prospective vendors to provide additional delivery platforms for the newsletter, such as e-mail delivery and formatting that would be compatible with the City's website to facilitate additional access to visitors to the City's website. Each newsletter edition will contain new and different information, photos and a new theme. The City, from time to time, might also utilize the services of the vendor to produce high quality brochures and/or other promotional printed materials. These services will include consultation, design, layout and production of the materials. In accordance with the solicitation, the selected vendor will be providing the following services:

- ✚ Design/Layout with functionality that would work across a variety of platforms and devices;
- ✚ Content Writing/Proofing;
- ✚ Stock Photos/Graphics (some of which can be provided by the City);
- ✚ Printing/Binding;
- ✚ Bulk Mail Preparation and Bulk Mailing;
- ✚ Electronic Mailing Services and Reporting, including Contacts Management; and,
- ✚ Social Media Integration.

RFP#FY 2015-2016-017, Design, Print, Mail and E-Mail Citywide Newsletter, held the following timeline:

- ✚ RFP was released on on April 29, 2016, with a due date of June 2, 2016. The solicitation was posted on the City Website and an email was sent to vendors with the commodity code pertaining to related services.
- ✚ On May 12, 2016, a pre-proposal conference was held. Four potential vendors attended.
- ✚ On June 2, 2016 a total of four (4) proposals were received.

The four proposals provided to the Evaluation Committee for review were:

- ✚ Design Moves LLC;
- ✚ Graphic Authority Corp.;
- ✚ Miami Print, Inc.; and
- ✚ Moetiv8 Marketing, Inc.

The Evaluation Committee, comprised of Nydia Rafols, Deputy City Manager, Greg Chavarria, Chief Information Officer, and Peter Dobens, Public Relations Manager, evaluated the responses. Two of the four responses met the requirements set forth in the RFP: Design Moves and Moetiv8 Marketing.

The Evaluation Committee heard oral presentations from the two qualified proposers on July 27, 2016.

The Proposers were evaluated on the following:

- ✚ Firm's Qualifications and Experience for design, printing, mailing and e-mailing similar projects, including integration with social media;
- ✚ Experience with previous similar projects;
- ✚ Proposed Schedule to complete services; and,
- ✚ Cost proposal.

References provided by vendors were also verified.

The Evaluation Committee ranked the two qualified proposers as follows:

1. Design Moves LLC
2. Moetiv8 Marketing

**Fiscal Impact:**

The approved Fiscal Year 2017 Budget includes \$60,000 for the Citywide Newsletter. In addition, staff will be utilizing the services of the selected vendor to produce high quality brochures and/or other promotional printed materials in an amount not to exceed Fifty Thousand Dollars (\$50,000), for a total contract amount not to exceed One Hundred Thirty Thousand Dollars (\$130,000).

**Proposed Action:**

Staff recommends approval of the attached Resolution awarding RFP # FY 2015-2016-017 to Design Moves LLC; a three (3)-year contract with an option for a two (2)-year extension and authorizing the City Manager and City Attorney to negotiate and execute all related documents.

**Attachment(s):**

- Exhibit 1 – Resolution
- Exhibit 2 – Draft Agreement
- Exhibit 3 – Summary Rating Sheet