



Hallandale Beach
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400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:		Item Type:		1 st Reading	2 nd Reading
10/6/2021		<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	N/A	NA
File No.:			Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
21-380			Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
			Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):		Account Balance (\$):	Funding Source:	Project Number :	
\$270,000.00		\$40,000, \$20,000, \$25,000	1110-531-010 AND 1210-531-010 AND 11103399W-531-010	NA	
Contract/P.O. Required		RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input type="checkbox"/> Yes	<input type="checkbox"/> No	RFP # FY 2019-2020-010 STATE LOBBYIST SERVICES	Jeremy Earle, City Manager	City Manager's Office	
Strategic Plan Focus Areas:					
<input type="checkbox"/> Finance & Budget		<input checked="" type="checkbox"/> Organizational Capacity		<input type="checkbox"/> Infrastructure/Projects	
Implementation Timeline:					
Estimated Start Date: 10/6/2021 Estimated End Date: 12/6/2026					

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDED RFP# 2019-2020-010, STATE LOBBYIST SERVICES TO THE HIGHEST RANKED PROPOSER, IN AN AMOUNT NOT TO EXCEED FIFTY FOUR THOUSAND DOLLARS (\$54,000) PER FISCAL YEAR FOR A TERM NOT TO EXCEED FIVE (5) YEARS TO SOUTHERN GROUP; AUTHORIZING THE CITY MANAGER TO EXECUTE ALL RELATED DOCUMENTS TO EFFECTUATE THE AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

Staff seeks City Commission approval to award RFP # FY 2019-2020-010, State Lobbyist Services, to the highest ranked proposer, The Southern Group, and to negotiate and execute an agreement. The initial contract period shall be for one (1) year, commencing upon award by the City Commission and execution of the Agreement. There are four (4) one-year renewal terms which are contingent upon satisfactory performance of the services and available funding. Total contract terms, including renewals, are five (5) years.

Background:

City Administration released RFP (Request for Proposals) # FY 2016-2017-010, State Lobbyist Services July 5, 2017. The highest ranked firm awarded the contract through Resolution # 2017-104 was Ballard Partners. The initial contract period set forth was one (1) year, commencing award by the City Commission with two (2) one-year renewal terms.

On September 27, 2017, City Commission awarded the RFP to Ballard Partners via Resolution #2017-104 (Exhibit 2). On January 23, 2019 City Commission awarded the last contract renewal to Ballard Partners (Exhibit 3), through Resolution 2020-068.

Current Situation:

To prepare for the 2021 State legislative session, City Administration released RFP # FY 2019-2020-010, State Lobbyist services September 14, 2020. The release notice for the RFP was sent via email to over sixty (60) vendors from the City's vendor list. The RFP was also advertised in the Hallandale Beach Chamber of Commerce website, City's website, Demandstar website, and the City and HBCRA Social Media pages. Also, through Miami Minority Business Development Agency Business Center, the U.S. Small Business Administration, and the Broward County Community Relations Office of Economic and Small Business Development.

A virtual non-mandatory pre-proposal conference was held September 23, 2020. In addition to providing the opportunity for vendors to ask questions during the virtual pre-proposal meeting, the solicitation allowed for additional questions to be submitted via email by no later than September 25, 2020.

The due date for responses to the RFP was October 14, 2020. Two proposals were received from the following vendors:

1. Ballard Partners In.
2. The Southern Group.

The Evaluation Committee, appointed by the City Manager, was composed of the following individuals:

1. Keven Klopp, Assistant City Manager
2. Cathie Schanz, PRO Director
3. Cora Daise, Human Services Director

The ranking criteria included the following:

NUMBER	Evaluation Criteria	MAXIMUM Potential Points
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1.	MINIMUM QUALIFICATION REQUIREMENTS (MQRs) – this criteria has no points.	
2.	Firm’s Qualifications and Experience	20
3.	Project Team’s Experience/Qualifications	15
4.	Past Performance (References)	20
5.	Approach to the Project and Special Projects	25
6.	Cost Proposal	10
7.	Key Partnerships	10
	TOTAL POINTS	100

On November 12, 2020, the Evaluation Committee submitted the rating sheets for the firms (Exhibit 4).

On March 9, 2020 Executive Order 20-52 declared a state of emergency for the entire State of Florida as a result of COVID19, and the City of Hallandale Beach declared its emergency order as well. As the pandemic was an ongoing emergency at the time when the evaluation committee submitted ratings and recommendations, the City Administration was unable to proceed with award of the new contract. At this time, the City is in a better position to continue with the process of awarding a contract.

The highest ranked firm is The Southern Group, headquartered in Tallahassee, FL. The firm is assigning five (5) lobbyists to serve as teams leads to serve as key personnel for the City. The firm has been providing lobbying services since 1999. The firm has offices in Jacksonville, Orlando, Tampa Bay, Miami and the Florida Keys.

Why Action is Necessary:

Pursuant to Chapter 23, Section 23-8 Exception to Bid Requirements (2) Professional Services, Contracts for professional services involving peculiar skill, ability, experience or expertise, which are in their nature unique and not subject to competitive bidding, are exempt from the competitive bidding requirements of this article; however, a formal written contract, approved by the commission, shall be required for all such contracts in excess of \$25,000.00.00, and any applicable state law, such as the Consultant’s Competitive Negotiation Act, shall be followed.

Cost Benefit:

The annual budget allocation for the State Lobbyist services is \$54,000.00. It is in the best interest of the City to award this contract in anticipation of the upcoming State legislative session.

PROPOSED ACTION:

The City Commission consider the attached Resolution awarding a state lobbyist contract to The Southern Group, and authorizing the City Manager and the City Attorney to negotiate and execute an agreement, in substantially the same form as the attached with The Southern Group (Exhibit 5) for the period of five (5) years from the date of execution of the agreement. The yearly contract cost is \$54,000 and the total contract cost for five (5) years is \$270,000.

ATTACHMENT(S):

- Exhibit 1 – Proposed Resolution
- Exhibit 2 – Resolution 2017-104
- Exhibit 3 – Resolution 2020-068
- Exhibit 4 - Summary Rating Sheet
- Exhibit 5 – City Form Agreement
- Exhibit 6 – Ballard Last Agreement

Prepared By: Andrea Lues
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Procurement Director

Reviewed By: Noemy Sandoval
Noemy Sandoval
Assistant City Manager

Approved By: Jeremy Earle
Dr. Jeremy Earle
City Manager