



Broward County

Legislation Details (With Text)

File #: 22-768 **Version:** 1

Status: Agenda Ready

In control: PUBLIC WORKS AND ENVIRONMENTAL SERVICES DEPARTMENT

On agenda: 6/14/2022 **Final action:** 6/14/2022

Title: MOTION TO APPROVE Agreement between Broward County and Upscale Events By Mosaic, Inc., for Consultant Services for Water Conservation Outreach and Communications, Request for Proposals (RFP) No. GEN2121746P1, for the Natural Resources Division, for a five-year term in a not-to-exceed total agreement amount of \$1,240,000, which includes \$625,000 for allowances and \$50,000 for optional services, subject to review for legal sufficiency by the Office of the County Attorney, in substantially the form as Exhibit 1, and authorize the Director of Purchasing to approve nonmaterial changes that do not increase the total cost to the County; and authorize the Mayor and Clerk to execute the final approved version.

Sponsors:

Indexes: Established Commission Goals

Code sections:

Attachments: 1. Exhibit 1 - Agreement - Upscale Events By Mosaic, Inc., 2. Exhibit 2 - OESBD Goal Memorandum dated December 13, 2021

Date	Ver.	Action By	Action	Result
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Broward County Commission Regular Meeting

Director's Name: George Tablack

Department: Finance and Administrative Services **Division:** Purchasing

Information

Requested Action

MOTION TO APPROVE Agreement between Broward County and Upscale Events By Mosaic, Inc., for Consultant Services for Water Conservation Outreach and Communications, Request for Proposals (RFP) No. GEN2121746P1, for the Natural Resources Division, for a five-year term in a not-to-exceed total agreement amount of \$1,240,000, which includes \$625,000 for allowances and \$50,000 for optional services, subject to review for legal sufficiency by the Office of the County Attorney, in substantially the form as Exhibit 1, and authorize the Director of Purchasing to approve nonmaterial changes that do not increase the total cost to the County; and authorize the Mayor and Clerk to execute the final approved version.

Why Action is Necessary

In accordance with the Broward County Procurement Code, Section 21.47(a), Award and Execution Authority, Board approval is required for awards exceeding \$500,000.

What Action Accomplishes

Provides for a qualified firm to provide the water conservation outreach and communications.

Is this Action Goal Related

Yes

Previous Action Taken

None.

Summary Explanation/Background

THE PURCHASING DIVISION AND THE RESILIENT ENVIRONMENT DEPARTMENT / NATURAL RESOURCES DIVISION RECOMMEND APPROVAL OF THE ABOVE MOTION.

This item supports the Board's Value of "Encouraging investments in renewable energy, sustainable practices and environmental protection" and its Goals to "Seek funding for, implement policies and pursue projects promoting, the use of alternative energy, and sustainable practices", "Increase water quality protection efforts and lead creative approaches to water storage and aquifer recharge, as well as diversification of water supplies, regionally", and "Educate the public about the fragile South Florida ecosystems, impacts of severe weather, sea level rise, and climate change, with special emphasis on the coral reef ecosystem".

The Office of Economic and Small Business Development (OESBD) established a County Business Enterprise (CBE) participation goal of 25% for this project. Upscale Events By Mosaic, Inc. has committed to 91% CBE participation, which has been reviewed and approved by OESBD (Exhibit 2).

The purpose of this Agreement (Exhibit 1) is to engage the services of a qualified firm (Consultant) to provide public relations and engagement services, which includes but is not limited to communications through creative and innovative program branding; messaging and outreach as part of a comprehensive community water conservation campaign supported by the Broward Water Partnership (a coalition of Broward water utilities, municipalities, and Broward County).

On June 15, 2021 (Item No. 99), the Board approved Request for Proposals (RFP) No. GEN2121746P1 Consultant Services for Water Conservation Outreach and Communications. The RFP was advertised and, at the time of the opening deadline on November 10, 2021, two firms submitted proposals.

On January 24, 2022, a Combination Initial and Final Evaluation meeting was held. The Evaluation Committee determined that both firms were responsive and responsible to the RFP requirements. After presentations, evaluation, scoring and ranking, the Evaluation Committee named Upscale Events By Mosaic, Inc. as the first-ranked firm.

The Evaluation Committee's proposed recommendation of ranking was posted on the Purchasing Division website from February 16, 2022 through February 18, 2022, which provided an opportunity for any proposer or interested party to present any new or additional information considered material to the Evaluation Committee's ranking. No formal objection was received during this time.

On February 18, 2022, the Board received notice from the Purchasing Division of the final recommendation of ranking. Such notice provided any Board member the opportunity to request that the item be presented to the Board for further consideration. No County Commissioner objection was received.

The Evaluation Committee's final recommendation of ranking was posted on the Purchasing Division website from February 22, 2022 through February 28, 2022, which provided an opportunity for any

aggrieved proposer to file a formal protest. There was no protest filed within this timeframe.

On March 1, 2022, ranking became final pursuant to Section 21.42(f) of the Broward County Procurement Code.

Two negotiation meetings were held on April 1, 2022 and May 12, 2022. These meetings were attended by representatives from Upscale Events By Mosaic, Inc., the Natural Resources Division, the County Attorney's Office, and the Purchasing Division.

The term of the Agreement is for the period of five years and shall be effective on July 1, 2022.

Additional supporting documentation provided to the Evaluation Committee regarding this procurement can be found on Broward County's Purchasing Division website at <https://www.broward.org/Purchasing/Pages/Repository.aspx>.

Source of Additional Information

Robert E. Gleason, Director, Purchasing Division, (954) 357-6070

Fiscal Impact

Fiscal Impact/Cost Summary

The estimated amount for this Agreement is a not-to-exceed amount of \$1,240,000. Each requirement processed against this open-end contract will be funded by the appropriate source at the time of release.

Requisition No. ENV0000539