



# Broward County

## Legislation Details (With Text)

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**File #:** 20-386      **Version:** 1

**Status:** Agenda Ready

**In control:** OFFICE OF PUBLIC COMMUNICATIONS

**On agenda:** 3/10/2020      **Final action:** 3/10/2020

**Title:** A. MOTION TO REJECT all proposals for Request for Proposals (RFP) No. GEN2119422P1, Communication and Marketing Services.

(A member of the public pulled this item.)

**ACTION:** (T-3:11 PM) The Board voted to negotiate services with ADEPT Strategy & Public Relations as stated by the County Attorney's Office. (Scrivener's Error - See County Administrator's Report: Currently reads: Motion A: ...Broward County Procurement Code, Section 21.84.h, Board approval is required to reject all submittals. Should read: Motion A: ...Broward County Procurement Code, Section 21.31.i, when a solicitation was approved by the Board, the rejection shall be made by the Board.) (Refer to minutes for full discussion.)

**VOTE:** 3-5. Failed. Commissioners Bogen, Fisher, Furr, Rich and Mayor Holness voted no. Vice Mayor-Geller was not present during the vote. (Refer to minutes for full discussion.)

**ACTION:** (T-4:38 PM) The Board voted that County Administration negotiate a contract with ADEPT Strategy & Public Relations for the three categories of services that ADEPT won with a certain maximum amount at an hourly rate subject to funding as stated by the County Attorney's Office. (Refer to minutes for full discussion.) (See Yellow-Sheeted Additional Material 52, dated March 10, 2020, submitted at the request of Finance and Administrative Services Department, 52(2) and 52(3) submitted at the request of the Office of the County Attorney.)

**VOTE:** 7-1. Commissioner Ryan voted no. Vice-Mayor Geller was not present during the vote.

**B. MOTION TO AUTHORIZE** County Administrator to approve Request for Proposals (RFP) No. GEN2119422P2, Communication and Marketing Services (Re-solicitation).

(A member of the public pulled this item.)

**ACTION:** (T-3:11 PM) The Board voted to negotiate services with ADEPT Strategy & Public Relations as stated by the County Attorney's Office. Refer to minutes for full discussion.)

**VOTE:** 3-5. Failed. Commissioners Bogen, Fisher, Furr, Rich and Mayor Holness voted no. Vice Mayor-Geller was not present during the vote. (Refer to minutes for full discussion.)

**ACTION:** (T-4:38 PM) The Board voted that County Administration negotiate a contract with ADEPT Strategy & Public Relations for the three categories of services that ADEPT won with a certain maximum amount at an hourly rate subject to funding as stated by the County Attorney's Office. (Refer to minutes for full discussion.) (See Yellow-Sheeted Additional Material 52, dated March 10, 2020, submitted at the request of Finance and Administrative Services Department, 52(2) and 52(3) submitted at the request of the Office of the County Attorney.)

**VOTE:** 7-1. Commissioner Ryan voted no. Vice-Mayor Geller was not present during the vote.

**Sponsors:**

**Indexes:**

Code sections:

**Attachments:** 1. Exhibit 1 - County Auditor Advisory No. 133 dated January 16, 2020, 2. Additional Material - Information, 3. Additional Material - Information, 4. Additional Material - Information

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**

A. MOTION TO REJECT all proposals for Request for Proposals (RFP) No. GEN2119422P1, Communication and Marketing Services.

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B. MOTION TO AUTHORIZE County Administrator to approve Request for Proposals (RFP) No. GEN2119422P2, Communication and Marketing Services (Re-solicitation).

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**VOTE: 7-1.** *Commissioner Ryan voted no. Vice-Mayor Geller was not present during the vote.*

**Why Action is Necessary**

Motion A: In accordance with the Broward County Procurement Code, Section 21.84.h, Board approval is required to reject all submittals.

Motion B: In accordance with the Broward County Procurement Code, Section 21.32.c, Board approval is required for advertisement of any procurement by competitive sealed proposals with an anticipated total value of more than \$500,000.

**What Action Accomplishes**

Motion A: Rejects all proposals for this project.

Motion B: Delegates authority to the County Administrator to approve RFP No. GEN2119422P2 for the re-solicitation of communication and marketing services.

**Is this Action Goal Related**

No

**Previous Action Taken**

None.

**Summary Explanation/Background**

THE PURCHASING DIVISION AND THE OFFICE OF PUBLIC COMMUNICATIONS RECOMMEND APPROVAL OF THE ABOVE MOTIONS.

On June 11, 2019 (Item No 74), the Board authorized the County Administrator to take any and all necessary actions as needed - including approval of Request for Proposals - during the 2019 Board Summer Recess.

On August 21, 2019, the County Administrator approved RFP No. GEN2119422P1 for advertisement.

On August 22, 2019, RFP No. GEN2119422P1 was competitively advertised.

The solicitation was advertised from August 22, 2019 through September 20, 2019. Ten submittals were received to the solicitation.

On December 04, 2019, a Combination Evaluation Committee meeting was held. The Evaluation

Committee determined that five of the ten proposing firms were both responsive and responsible to the requirements of the RFP. The five firms provided presentations to the Evaluation Committee who then proceeded with scoring and ranking the five firms.

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

The Evaluation Committee's proposed recommendation of ranking was posted on the Purchasing Division website from December 12 - 16, 2019, which provided an opportunity for any proposer or interested party to present any new or additional information regarding the responsibility of the proposers. There was no additional information submitted within this timeframe.

The Evaluation Committee's final recommendation of ranking was posted on the Purchasing Division website from December 17 - 23, 2019, which provided an opportunity for any aggrieved proposer to file a formal protest. During this timeframe, the Board and the County Auditor were also notified of the Evaluation Committee's final recommendation of ranking. This notification provided an opportunity for any member of the Board to request that the item be presented to the Board for action. During this timeframe, there was no protest filed and there was no request to have the item presented to the Board for action.

On January 16, 2020, the County Auditor issued the County Administrator with Advisory No. 133 to communicate concerns and make recommendations regarding RFP No. GEN2119422P1, Communication and Marketing Services (Exhibit 1). Advisory No. 133 included recommendations that the Board 'reject all' proposers under the current solicitation. Additionally, the County Auditor recommended a revised solicitation be developed to address all concerns listed in Advisory No. 133.

Upon the Board's approval, the Client Agency and the Purchasing Division will collaborate with the County Auditor in the development of a re-solicitation (RFP No. GEN2119422P2) for these services.

Delegating authority to the County Administrator to approve RFP No. GEN2119422P2 for advertisement will expedite the ongoing procurement for these services.

There are immediate needs for the branding, media and marketing and digital content delivery services. The estimated value of the scope of work is less than \$100,000 which is under the mandatory bid amount. The Purchasing Division will work with the offices of the County Administrator and the County Attorney to cover these requirements through an amendment to the Advertising Agency Services Agreement (RFP No. GEN2116476P1), which is also on the Board's agenda for March 10, 2020, while a new procurement is underway. The resolicitation is expected to be presented to the Board for consideration immediately upon their return from summer recess.

#### **Source of Additional Information**

Brenda J. Billingsley, Director, Purchasing Division, (954) 357-6070

#### **Fiscal Impact**

##### **Fiscal Impact/Cost Summary**

There is no fiscal impact as it relates to these motions.