File #: 20-1627, **Version:** 1

Broward County Commission Regular Meeting
Director's Name: George Tablack
Department: Finance and Administrative Services **Division:** Purchasing

Information

Requested Action
MOTION TO ESTABLISH Qualified Vendor Lists for Advertising, Communications, and Marketing Services, Bid No. GEN2121529B1, with firms listed on Exhibit 1, and authorize the Director of Purchasing to add vendors from the advertised solicitation or delete vendors that have been debarred or suspended by the County. The Qualified Vendor Lists shall start on the date of Board approval and will terminate five years from that date.

Why Action is Necessary
In accordance with the Broward County Procurement Code, Section 21.42.d, the Board may establish lists of qualified vendors for various goods and/or services, with individual awards to be based upon informal quotations obtained in a manner established by the Director of Purchasing; and Section 21.88.a, if multiple award contracts are issued, the using Division Director may select a vendor most capable and advantageous to the County to perform the needed services. Award of individual contracts will be made by the appropriate awarding authority.

What Action Accomplishes
Provides the Office of Public Communications and other Broward County agencies with a list of qualified vendors to provide advertising, communications, 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 MOTION.

The Office of Economic and Small Business Development (OESBD) designated two lists of qualified firms. The first list will contain certified County Business Enterprise (CBE) firms. The second list will be open to all firms for projects with at least 25% CBE goal, but consideration will be given to increasing the goal to 30% for those eligible surtax projects (Exhibit 2).

The purpose of establishing the two Qualified Vendor Lists (QVL) is to enable the Office of Public

Communication (OPC) and other agencies to solicit a quote or proposal in an expeditious manner from pre-qualified firms within the required category. Both lists consist of the same seven categories: 1) Research and Planning; 2) Media; 3) Writing and Design; 4) Digital Marketing; 5) Video Production; 6) Events and Outreach; and 7) Crisis Communications. OESBD will review each project prior to solicitation to determine which QVL should be solicited. OPC will review each project prior to solicitation to assist in determining which method of solicitation would best meet the County's needs: an informal quote based on low-bid, or a proposal based on best value.

Twenty-nine firms responded to solicitation of Bid No. GEN2121529B1. Sixteen are CBEs (Exhibit 1), and one firm declined to submit a response. At this time, seven firms (two CBE and five Non-CBE), are being recommended to be included on the lists and the Office of Public Communications concurs that these firms have submitted all required documentation (Exhibit 4). The remaining firms will be added to the qualified vendor lists, pursuant to the authority of the Director of Purchasing, upon submission and acceptance of the requisite documentation.

The solicitation posted on August 14, 2020 and opened on August 26, 2020; 29 responses were received with one declination (Exhibit 3).

Source of Additional Information
Brenda J. Billingsley, Director, Purchasing Division, (954) 357-6070

Fiscal Impact

Fiscal Impact/Cost Summary
Each requirement processed against this open-end contract will be funded by the appropriate source at the time of release.

Requisition No. OPC0000513