



Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

**REQUEST FOR PROPOSALS
RFP # FY 2015-2016-017**

**DESIGN, PRINT, MAIL AND EMAIL OF
CITYWIDE NEWSLETTER**

EXHIBIT I SCOPE OF WORK

**PREPARED BY:
CITY OF HALLANDALE BEACH
CITY MANAGER'S OFFICE AND
PROCUREMENT DEPARTMENT**

INTRODUCTION / INFORMATION:

PURPOSE

The City of Hallandale Beach is seeking qualified firms to produce, bulk mail, and e-mail a quarterly City newsletter. The purpose of the newsletter is to inform residents on City programs, services, issues, events and activities. The City's overall goal is to provide accurate and interesting content that is readily available and provides awareness of the City. Content may include, but is not limited to, promoting awareness of services, events, department highlights, project updates, or opportunities for City stakeholders. Each newsletter 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. Flexibility is essential to produce a high quality, up-to-date, visually appealing, "no mistakes" newsletter.

The City of Hallandale Beach is a vibrant coastal community located in the southeast corner of Broward County on the Atlantic Ocean. The City encompasses 4.4 square miles and has a population of 38,273 residents. The City demographics continue to change as younger families move to Hallandale Beach for its location and quality of life attributes. Tourism plays an important role in the City's economy as the population during the peak winter season increases to 50,000 within the City. Home to 11 state-of-the-art parks – including two beach parks - and two gaming venues, the City hosts visitors year round. Therefore, the look and feel of the newsletter must be balanced between the City's lifestyles, leisure activities, gaming, and capture the flavor and essence of our City.

Minimum Qualification Requirements – MQRs:

This RFP contains Minimum Qualification Requirements (MQRs) which the proposing firm must meet in order for the firm's response to be considered and to be evaluated. Firm(s) that do not comply with the outline below will be determined non-responsive and disqualified from the evaluation/bidding process and not considered. Ensure the MQRs, seen on pages 7-8, are easily found and clearly addressed within your firm's response. The firm awarded the Contract will be required to maintain the Minimum Qualification Requirements during the term of the Contract and any contract renewals. Firms meeting the Minimum Qualification Requirements criteria will have their proposal evaluated and scored according to the evaluation criteria set forth. An Evaluation Committee will select no fewer than three (3) of the highest ranked proposers for oral interviews/presentations.

NON-MANDATORY PRE-PROPOSAL CONFERENCE:

For this project the City is holding a non-mandatory pre-proposal conference. The Pre-Proposal Conference is held to explain in detail Exhibits I-III, which makes up the RFP for this project. Firms interested in proposing and responding to this RFP are to send the appropriate person from your firm that will be responsible for preparing the response to the RFP. During this meeting the scope of work will be explained. The Non-Mandatory Pre-Proposal Conference presents the opportunity for firms to clarify anything within the RFP and to ask questions directly to City Staff.

SCOPE OF WORK

The City is seeking a qualified firm that can provide the following services:

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

The City's newsletter edition will be released during the periods as stated:

- a. January through March;
- b. April through June;
- c. July through September, and
- d. October through December

Total Number of Copies Requested per issue: 25,000. The City has an estimated amount of 2,500 utility customers to whom the newsletter will be sent in electronic format. Total number of pages is twenty-four (24), including the cover pages. The City wishes to maintain the flexibility to either increase or decrease the referenced amounts.

Dimensions: Final edition to be approximately 8.5 inches by 11 inches.

Photos/Graphics: All photos will be full color, unless otherwise indicated. The vendor might be asked to furnish some photos and the City will furnish some photos.

Photos provided by the vendor must be approved for use by the original photographer. Vendor is responsible for ensuring provided photos will not violate appropriate copyright laws. The City will furnish the City logo and logo pantone palette, and all other City-specific logos, graphics and photos.

Paper Stock/Print: The newsletter is to be printed on recycled or Forest Stewardship Council (FSC) Certified Paper, with a professional feel.

Mailing: It is the vendor's responsibility to provide all bulk mailing. The vendor will be responsible to obtain the current mailing list for the City. A copy of the list must be sent to the City's Project Manager within thirty (30) days of mailing. The City will be responsible for the payment of postage and will provide a check to the U.S. Post Office prior to mailing. The vendor will furnish documentation of the final amount of postage required. Vendor will use the Permit Imprint Indicia procedure for the mailing of this newsletter. Vendor will be responsible for communicating with the Postal Service to ensure all necessary information is obtained to successfully complete the City-wide mailing.

Design Process: Vendor should suggest a design schedule for content gathering, initial design, review/approval of design, and developing final print proof. Ample time should be provided by vendor for the City to review and approve content, layout and theme of newsletter. The City's Public Information Officer (PIO) or designee will approve prior to publishing final version.

The City's fiscal year begins October 1 and ends September 30.

General Conditions:

Award of this contract shall be made to a single contractor. The award decision shall be based on the overall ability of the contractor to produce a quality newsletter, cost, work experience, samples of work, and ability to meet deadlines.

Any known subcontractor shall be identified in the proposal.

Each publication shall have a new, different look and layout, to be developed collaboratively between the vendor and the City.

Per the agreed upon production schedule, the vendor shall furnish proofs throughout the process, and a final proof to be signed off on prior to being sent to the printer. **The vendor shall guarantee, to the City's satisfaction, that the final printed newsletter will be the same, or very close, to the final signed proof in appearance, readability, and photo resolution.**

All art and materials associated with the newsletter will become the sole property of the City.

The term of the Agreement is for the period of three (3) years, commencing upon award by the City Commission. This contract shall remain in effect for three (3) years, provided the services rendered during the contract period are satisfactory and the funding is available as appropriate on an annual basis. The City has the option of extending the contract for two (2) additional years, if mutually agreed. The total contract terms including renewals is five (5) years.

The newsletter content must be:

- a. Reviewed and approved by City's Public Information Officer (PIO) or designee, prior to publishing final version. (Vendor to provide schedule for Design Process).
- b. Final Newsletter to be delivered in the following formats:
 - .pdf format
 - optimized for emailing
 - have low-resolution graphics
 - HTML email format and:
 - Have City approved custom style sheet (css)
 - Must render in mobile platform optimally
 - Show hyperlinks (if provided)
 - Plain text format
 - Strip out all formatting and provide articles in block text

Option 1:

The issue consists of approximately 25,000 copies, which are mailed to residential postal patrons/customers in the City of Hallandale Beach, which includes the entire 33009 Zip Code, and e-mailed to approximately 2,500 utility customers.

Option 2:

The issue consists of approximately 25,500 copies with are mailed to residential and businesses postal patrons/customers within the City of Hallandale Beach, which includes the entire 33009 Zip Code, and e-mailed to approximately 2,500 utility customers .

Components not specifically mentioned in the specifications, but which are required to provide completed newsletters, shall be included as part of the items included in the Firm's proposals.

The City is requesting the following pricing of Items A-E. Any items excluded which are necessary to provide a complete delivered newsletter must be included in the price proposal following.

Option A:

20 lb. White Bond Paper 8 ½" x 11".

Option B:

The City is also requesting a separate price for printing on recycled paper, with at least 10% Post-Consumer waste 8 ½" x 11".

Option C:

Gloss Text, magazine quality paper 8 ½" x 11.

Option D:

The City, in addition, is requesting a separate price for advertising to run on a space-available basis in the Hallandale Happenings. The company/firm must include a guaranteed space and date fulfillment place of insertion for advertising. Company will be responsible for all advertising rates, solicitation and award. Advertising should be limited to least two (2) pages of newsletter with each ad size no larger than ¼ of page.

Option E:

The City might also utilize the services of the vendor to produce high quality brochures and/or other promotional printed materials. Please provide price on time and materials. The services will include consultation services, design, layout and production of the items.

MINIMUM QUALIFICATION REQUIREMENTS:

All firms responding to this RFP, in order to be eligible to respond to this RFP, must demonstrate and submit with firm's response all of the Minimum Qualification Requirements (MQRs) stated below. Proposing firm(s) must meet the (MQRs) stated below in order to be eligible to respond to this RFP.

Firm must provide a section with firm's response labeled "Minimum Qualification Requirements" addressing all items stated below by #.

Your firm's non-compliance to the outline below will hinder the ability to find the responses of the MQRs to the RFP and could cost your firm to be determined non-responsive and disqualified from being eligible for evaluation and not be considered. Ensure the MQRs below are easily found and clearly addressed within your firm's response.

All firm(s) responding to do the work for this project/RFP must provide and meet all the (MQRs).

1. Minimum Completed Design, Printing , Mailing, E-Mailing Projects:

The proposing firm must have completed and provided services for three (3) years in the private and/or government sector for the same services as requested in this RFP. Your firm must provide a response to this MQR, item 1, by completing the tables below.

Project # 1	
Date when Project # 1 started	
Date when Project # 1 was completed	
Name of Entity of which services were provided to	
Contact name, phone and email	
Explain in detail the type of services and work provided by your firm	

Project # 2	
Date when Project # 2 started	
Date when Project # 2 was completed	
Name of Entity of which services were provided to	
Contact name, phone and email	
Explain in detail the type of services and work provided by your firm	

Project # 3	
Date when Project # 3 started	
Date when Project # 3 was completed	
Name of Entity of which services were provided	
Updated contact name, phone and email	
Explain in detail the type of services and work provided by your firm	

All firm(s) named and providing work under your firm's submission must also submit all forms requested in Exhibit II.

All firms that are submitting a response to this RFP, either through Joint Venture, a Joint Collaborative Proposal, etc., must submit a single response proposal.

All proposals must be submitted in accordance with the RFP document, which may be obtained online at www.cohb.org/solicitations.

COST SHEET:

Firms must completely fill out all items below. Not applicable or N/A is not acceptable.

The City will award a contract for the services by choosing the best overall approach to the specified scope of work. The City may utilize the services for Option E during the contract period.

COST PROPOSAL FORM OPTION "A" - 20 LB. WHITE BOND PAPER 8.5" X 11"
OPTION # 1

OPTION # 1: All costs for provision of the work as outlined in this RFP must be included in the price sheet. Any items excluded which are necessary to provide a 25,000 complete delivered newsletter to be mailed to residential patrons and e-mailed to approximately 2,500 utility customers must be included in the price proposal.

DESCRIPTION OF ITEMS	COST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL COST OPTION A FOR OPTION # 1	\$

COST PROPOSAL FORM OPTION "A" - 20 LB. WHITE BOND PAPER 8.5" X 11"
OPTION # 2

OPTION # 2: All costs for provision of the work as outlined in this RFP must be included in the price sheet. Any items excluded which are necessary to provide a 25,500 complete delivered newsletter to be mailed to residential patrons and businesses and e-mailed to approximately 2,500 utility customers must be included in the price proposal.

DESCRIPTION OF ITEMS	COST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL COST OPTION A FOR OPTION # 2	\$

COST PROPOSAL FOR FORM OPTION “B”- RECYCLED PAPER 8.5” X 11” 10% POST-CONSUMER WASTE OPTION # 1

OPTION # 1: All costs for provision of the work as outlined in this RFP must be included in the price sheet. Any items excluded which are necessary to provide a 25,000 complete delivered newsletter to be mailed to residential patrons and e-mailed to approximately 2,500 utility customers must be included in the price proposal.

DESCRIPTION OF ITEMS	COST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL COST OPTION “B” OPTION # 1	\$

COST PROPOSAL FOR FORM OPTION “B”- RECYCLED PAPER 8.5” X 11” 10% POST-CONSUMER WASTE OPTION # 2

OPTION # 2: All costs for provision of the work as outlined in this RFP must be included in the price sheet. Any items excluded which are necessary to provide a 25,500 complete delivered newsletter to be mailed to residential patrons and businesses and e-mailed to approximately 2,500 utility customers must be included in the price proposal.

DESCRIPTION OF ITEMS	COST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL COST OPTION “B” OPTION # 2	\$

**COST PROPOSAL FOR FORM OPTION "C"- GLOSS TEXT, MAGAZINE QUALITY
 PAPER 8 1/2" X 11 OPTION # 1**

OPTION # 1: All costs for provision of the work as outlined in this RFP must be included in the price sheet. Any items excluded which are necessary to provide a 25,000 complete delivered newsletter to be mailed to residential patrons and e-mailed to approximately 2,500 utility customers must be included in the price proposal.

DESCRIPTION OF ITEMS	COST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL COST OPTION "C" OPTION # 1	\$

COST PROPOSAL FOR FORM OPTION "C"- GLOSS TEXT, MAGAZINE QUALITY PAPER 8 1/2" X 11 OPTION # 2

OPTION # 2: All costs for provision of the work as outlined in this RFP must be included in the price sheet. Any items excluded which are necessary to provide a 25,500 complete delivered newsletter to be mailed to residential patrons and businesses and e-mailed to approximately 2,500 customers must be included in the price proposal.

DESCRIPTION OF ITEMS	COST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL COST OPTION "C" OPTION # 2	\$

COST PROPOSAL FORM OPTION "D" - 20 LB. ADVERTISING OPTION # 1

OPTION # 1: All costs for provision of the work as outlined in this RFP must be included in the price sheet. Any items excluded which are necessary to provide a 25,000 complete delivered newsletter to be mailed to residential patrons and e-mailed to approximately 2,500 utility customers must be included in the price proposal.

DESCRIPTION OF ITEMS	COST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL COST OPTION "D" OPTION # 1	\$

COST PROPOSAL FORM OPTION "D" - 20 LB. ADVERTISING OPTION # 2

OPTION # 2: All costs for provision of the work as outlined in this RFP must be included in the price sheet. Any items excluded which are necessary to provide a 25,500 complete delivered newsletter to be mailed to residential patrons and businesses and e-mailed to approximately 2,500 customers must be included in the price proposal.

DESCRIPTION OF ITEMS	COST
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL COST OPTION "D" OPTION # 2	\$

COST PROPOSAL OPTION “E”

The City may also utilize the services of the vendor to produce high quality brochures and/or other promotional printed materials. All costs for the provision of the work for this service must be included in this price proposal.

Please provide cost to include consultation services, design, layout and production.

NEWSLETTER PERIOD	RATE/HOUR	TOTAL COST
January – March	\$	\$
April – June	\$	\$
July – September	\$	\$
October – December	\$	\$
TOTAL COST OPTION “E”		\$

COST PROPOSAL:

I, _____, _____
Name of authorized Officer per Sunbiz Title

of _____
Name of Firm as it appears on Sunbiz

hereby attest that I have the authority to sign this notarized certification and certify that the above referenced information is true, complete and correct.

Signature

Print Name

INSTRUCTIONS FOR SUBMITTAL OF RESPONSES:

Firms are to submit responses only on a thumb drive that is searchable in adobe format. No hardcopy (paper) submittals or CDs will be accepted. In order to ascertain that the proposal information provided on the thumb drive contains data that allows the reviewer to perform an “edit” “find” search your firm must test each thumb drive before it is submitted. Firms must make sure that the thumb drive is tested before submission. Do not place password on the thumb drives. Provide five (5) thumb drives with your firm’s submittal.

REFERENCES:

The City will conduct reference checks as a component of due diligence to determine the capability of firms to be able to perform the requirements of the project. The reference questions will be sent via email; therefore, please make sure that the references your firm provides are aware that they will be receiving a Reference Form from the City of Hallandale Beach to be completed by a deadline date.

Each firm responding to this Bid must provide five (5) verifiable references with knowledge of your firm’s contract performance with local government entities or private sector entities.

Do not provide more or less than five (5) references. The City will only contact the five (5) references provided.

Each firm must provide the following information for each of the references provided and ensure that the contact information you are providing has an up-to-date email address, and will be accessible and able to respond to the request for reference. The reference contacts provided in your proposal will receive, via email, a *Reference Form* to complete. Please make sure that the references listed in your firm’s proposal are aware they will be receiving a Reference Form from the City of Hallandale Beach to complete by a deadline date. **Emails provided that are no longer in service and/or for which references are not received by the deadline requested will cost your firm’s full receipt of the reference points as outlined.**

1. Name of firm-company for which work was provided.
2. Name of Reference (Project Manager) charged with managing said project.
3. Type of project. Year project started and was completed.
4. Dollar amount of project, including change orders.
5. Phone # for Reference (Project Manager).
6. Email address for Project Manager.

CONTRACT TERMS:

The term of the Agreement is for the period of three (3) years, commencing upon award by the City Commission. This contract shall remain in effect for three (3) years, provided the services rendered during the contract period are satisfactory and the funding is available as appropriate on an annual basis. The City has the option of extending the contract for two (2) additional years, if mutually agreed. The total contract terms including renewals is five (5) years.

The Contractor shall not assign, transfer or sub-contract any work either in whole or in part, without prior written approval of the City.

The submittal responses shall be valid until such time as City Commission awards a contract as a result of this RFP.

City reserves the right, where it may serve the City of Hallandale Beach's best interest, to request additional information or clarification from Proposers.

Notwithstanding anything to the contrary contained herein, the City of Hallandale Beach reserves the right to waive formalities in any proposal and further reserves the right to take any other action that may be necessary in the best interest of the City. The City further reserves the right to reject any or all proposals, with or without cause, to waive technical errors and informalities or to accept the proposal which in its judgment, best serves the City of Hallandale Beach.

CONTRACT PRICE:

The price offered by the proposer must be firm for the initial contract period of three (3) years. No price increase will be accepted during the initial contract period which are three (3) years.

Renewal terms allow for a request for a price increase at the time of renewal based on the awarded price submitted and awarded. Annual increases during the renewal terms are not to exceed five percent (5%). Any requested price increase shall be fully documented and submitted to the City's Project Manager at least ninety (90) days prior to the contract anniversary date. No more than one (1) price increase will be accepted during any renewal period.

If mutually acceptable to the City and the proposer each annual contract renewal shall be executed through annual purchase order(s).

CONFLICT OF INTEREST:

If you are an employee, board member, elected official(s) or an immediate family member of any such person, please indicate the relationship in the form provided in the Form's Section. Pursuant to the City of Hallandale Beach Standards of ethics any potential conflict of interest must be disclosed and if requested, obtain a conflict of interest opinion or waiver from the City Commission prior to entering into a contract with the City of Hallandale Beach.

DEFINITIONS:

"Award" means the acceptance of a bid, offer or proposal by the proper authorized designee. The City Commission must approve all awards over the authority of the City Manager, with the exception of emergency purchases.

"City" the City of Hallandale Beach or the City Commission, a municipal corporation of the State of Florida.

"City's Contract Administrator" means the City's representative duly authorized by the City Commission and/or City Manager, to provide direction to the Consultant regarding services provided pursuant to this RFP and the Contract.

"Contract" and "Contract Documents" means the agreement for Agreement for this Project to be entered into between the City and the Successful Proposer/Contractor.

"Consultant" the individual(s) or firm(s) to whom the award is made and who executes the Contract Documents.

"Local City of Hallandale Beach Vendor" pursuant to Chapter 23, Procurement, Section 23-3 of the Code of Ordinances of the City of Hallandale Beach, Florida.

"Notice to Proceed" means the written notice given by the City to the Consultant of the date and time for work to start.

"Project Manager" means the Consultant's representative authorized to make and execute decisions on behalf of the Consultant.

"Proposal" means the proposal or submission submitted by a Proposer. The terms "Proposal" and "Bid" are used interchangeably and have the same meaning.

“Proposer” means one who submits a Proposal in response to a solicitation. The terms “Proposer” and “Bidder” are used interchangeably and have the same meaning.

“Proposal Documents” the Request for Proposals, Instructions to Proposers, Technical Specifications, plans and attachments and the proposed Contract Documents (including all Addenda issued prior to the opening of Proposals).

PROPOSAL FORMAT: The following format must be followed by firms submitting responses to the RFP.

All firms must submit a sealed envelope with their submission labeled: RFP # FY 2015-2016-017 DESIGN, PRINT, MAIL AND EMAIL CITYWIDE NEWSLETTER

Firm must include in the envelope five (5) thumb drives that contain the information requested below, items 1-10 below. Firms are to submit this information/responses only on five (5) thumb drives that are searchable in adobe format. No hardcopy (paper) submittals or CDs will be accepted. In order to ascertain that the proposal information provided on the thumb drive contains data that allows the reviewer to perform an “edit” “find” search your firm must test each thumb drive before it is submitted. Firms must make sure that the thumb drive is tested before submission. Do not place password on the thumb drives. Provide five (5) thumb drives with your firm’s submittal.

In order to be eligible for evaluation all firm(s) responses to this RFP must demonstrate and submit with firm’s response all of the Minimum Qualification Requirements (MQRs) stated below. Proposing firm(s) must meet the MQRs stated below in order to be eligible for evaluation of their response/submittal. If firm is proposing work to be provided by more than one (1) firm, **all proposed firms** must meet and provide the MQRs with the response/submittal.

All firms that have met with MQRs will have their proposals reviewed by the evaluation committee and oral presentations may be required. After ranking, the evaluation committee may select and short list no less than the tree (3) top ranked firms.

The purpose of the proposal is to demonstrate the qualifications, competence, and capacity of the firms seeking to undertake the work for the City in conformity with the requirements of the specifications in the RFP. As such, the substance of the proposals will carry more weight than their form or manner of presentation.

The proposal should address all points outlined in the specifications of this RFP. The proposal should be prepared simply and economically, providing straightforward, concise description of the proposer's capability to satisfy the requirements of the RFP.

The outline below for items # 1- # 10 must be followed. Firm's non-compliance to the outline below will hinder the Evaluation Committee's ability to find the responses stated below and could cost your firm points for information that is not easily found.

While additional data may be presented, the information requested in items 1 through 10, must be included. Items # 1- # 10 represent the criteria against which proposals will be evaluated.

1. Title Page

Provide the RFP # and title, the firm's name; the name, address, telephone number and email of the contact person; and the date of the proposal. Only one (1) contact person is to be provided and will be contacted by the City. If the proposed submittal is made up of more than one (1) firm, provide only one (1) contact person for the entire response.

2. Table of Contents

Include clear identification of the material by section and by page number.

3. Transmittal Letter

A letter of transmittal, signed by an authorized officer of your company, briefly stating the proposer's understanding of the work to be done, the commitment to perform the work within the time period, a statement why the firm believes to be best qualified to perform the work and a statement that the proposal is a firm and irrevocable offer until such time as City Commission awards a contract as a result of this RFP.

Provide the names of the person who will be authorized to make representation for the Proposer, their titles, addresses and telephone numbers.

4. Minimum Qualification Requirements

In order to be eligible for evaluation all firm(s) responding to this RFP must demonstrate and submit with firm's response all of the Minimum Qualification Requirements (MQRs) stated below. Proposing firm(s) must meet the MQRs stated below in order to be eligible for evaluation of their response/submittal. Firms that do not meet the MQRs will be deemed non-responsive and will not be evaluated.

a. Minimum Completed # of Design, Printing and Mailing Projects:

The proposing firm must have completed and provided services for three (3) years in the private and/or government sector for the same services as requested in this RFP. Your firm must provide a response to this MQR, item 1, by completing the tables below.

Project # 1	
Date when Project # 1 started	
Date when Project # 1 was completed	
Name of Entity of which services were provided to	
Contact name, phone and email at location where services were provided	
Explain in detail the type of services and work provided by your firm	

Project # 2	
Date when Project # 2 started	
Date when Project # 2 was completed	
Name of Entity of which services were provided to	
Contact name, phone and email at location where services were provided	
Explain in detail the type of services and work provided by your firm	

Project # 3	
Date when Project # 3 started	
Date when Project # 3 was completed	
Name of Entity of which services were provided to	
Contact name, phone and email at location where services where provided	
Explain in detail the type of services and work provided by your firm	

5. Firm's Qualifications and Experience

Indicate the Firm's number of years of experience in providing the services requested in the RFP. Specify services provided to municipalities of comparable or greater size than the City of Hallandale Beach.

Provide response for the information requested above your Firm's response in this table	
Name of Entity services were provided to	
# of years services were provided to the entity stated above	
Contact Name	
Contact Phone Number	
Contact Email Address	

6. Previous Similar Projects

Provide a list of five (5) projects which demonstrates the experience in providing the services as required under this RFP. Firm must provide the following information for each sample project by completing the table below. A total of five (5) tables must be provided, one (1) for each project:

Client Name	
Address	
City/State/Zip Code	
Contact Number	
Email Address	
Year Work Was Provided	
Detailed description of the scope of work provided	

7. Schedule Outline

Proposers must provide a detailed outline of the schedule the City will have to follow to provide submission of items to the Firm. Proposers shall provide a detailed outline of the timeline the Firm will follow in order to produce a complete product.

8. Cost Proposal

Proposed fees must include all services required to produce and distribute the newsletter, even if a specific service or task is omitted from this RFP. All prices are to be submitted per Cost Sheets above.

9. Local City of Hallandale Beach Vendor Preference (LVP)

See Exhibit III for further details.

10. Community Benefit Plan

BONUS POINTS, See Exhibit III for further details.

PROPOSAL EVALUATIONS:

Criteria. Proposal packages will be evaluated as stated below.

The recommendation(s) for award shall be made to the City Commission, by the City Manager, to the responsible Proposer(s) whose proposal is determined to be the most advantageous to the City.

NUMBER	criteria listed	Potential Points
	MINIMUM QUALIFICATION REQUIREMENTS (MQRs) – this criteria has no points. If your firm does not provide all the required MQRs information, your firm’s proposal will not be reviewed/evaluated and your firm’s submission will be disqualified. If you firm does not meet the MRQs your firm cannot provide a proposal to this RFP.	Ensure your firm provides all the MQRs within your firm’s submittal
1.	Firm’s Qualifications and Experience	35
2.	Previous Similar Projects	35
3.	Cost Proposal	20
4.	Local City of Hallandale Beach Vendor Preference*	(2.5-10)
	TOTAL POINTS**	100
5.	Bonus Community Benefit Plan	(0-15)

*depending on tier level of the Local City of Hallandale Beach Vendor Preference the points may be 2.5, 5 or 10. (See Exhibit III)

**Total points may be less than 100 points depending on the applicable Tier criteria for the Local City of Hallandale Beach Vendor Preference. (See Exhibit III)

The criteria stated above will be utilized to rank proposer(s).

Oral interviews may be scheduled with the firms the Evaluation Committee determines be invited to this process. The oral presentations are exempted from the public meeting requirements of s. 286.011 F.S., however will be recorded for public record purposes in accordance with sec. 119.07(1) F.S. as amended.

SUBMITTAL DUE DATE

RESPONSES ARE DUE: JUNE 2, 2016 NO LATER THAN 11:00AM.

RESPONSES MUST BE SUBMITTED IN A SEALED ENVELOPE AND MUST BE MAILED OR HAND DELIVERED TO THE ADDRESS IN THE BOX BELOW. SEALED ENVELOPES MUST BE LABELED AS FOLLOWS:

CITY OF HALLANDALE BEACH
YOUR FIRM'S NAME
CITY CLERK'S DEPARTMENT – EXECUTIVE OFFICES
400 SOUTH FEDERAL HIGHWAY – 2ND FLOOR
HALLANDALE BEACH, FL 33009
TITLED: RFP # FY 2015-2016-017
DESIGN, PRINT, MAIL AND EMAIL
CITYWIDE NEWSLETTER

NON-MANDATORY PRE-PROPOSAL CONFERENCE:

The Pre-Proposal Conference is held to explain in detail Exhibits I-III, which makes up the RFP for this project. Firms interested in proposing and responding to this RFP are to send the appropriate person from your firm that will be responsible for preparing the response to the RFP. During this meeting the scope of work will be explained. The Non-Mandatory Pre-Proposal Conference presents the opportunity for firms to clarify anything within the RFP and to ask questions directly to City Staff.

Non-Mandatory Pre-Proposal Conference will be held **May 12, 2016 at 11:00 AM**, at City Hall, Commission Chambers, 400 South Federal Highway, Hallandale Beach, FL 33009.

LAST DAY FOR QUESTIONS:

Any questions are to be submitted via email to jwiggins@cohb.org by no later than **May 18, 2016 NO LATER THAN 11:00 A.M.**

BUDGET/FUNDING AVAILABLE FOR THIS PROJECT:

The total available funding for this project is \$60,000.00.

INSURANCE REQUIREMENTS:

The awarded firm(s) will be required to obtain and maintain the following insurance requirements for the life of the contract. The Certificate of Insurance will be required to be provided within the time specified in the notification provided by the Procurement Department after award of contract by the Commission. See Exhibit II, Terms and Conditions, Forms and Agreement, Article 5 for information on the required insurance.

QUESTIONS:

For information pertaining to this Bid, contact the Procurement Department (954) 457-1333. Such contact shall be for clarification purposes only. Changes, if any, to the scope of the services or proposal procedures will be transmitted only by written addendum.

TENTATIVE SCHEDULE:

THE DATES SHOWN BELOW ARE TENTATIVE AND ARE NOT BINDING AND MAY BE SUBJECT TO CHANGE.

RFP ADVERTISING DATE VIA CITY SITE AND DEMAND STAR	APRIL 29, 2016
RFP RELEASED	APRIL 29, 2016
NON-MANDATORY PRE-PROPOSAL CONFERENCE	MAY 12, 2016 AT 11 AM
QUESTIONS	ALL QUESTIONS MUST BE EMAILED BY NO LATER THAN MAY 18, 2016 11 AM
DEADLINE FOR RECEIPT OF RESPONSES	<u>JUNE 2, 2016</u> <u>BY NO LATER THAN 11 AM</u>
CONTRACT AWARD BY CITY COMMISSION – ESTIMATED	TO BE DETERMINED
PROJECT START DATE – ESTIMATED	TO BE DETERMINED

LIST OF CITY ADMINISTRATORS	
1.	CITY MANAGER
	Daniel Rosemond
	400 South Federal Highway
	Hallandale Beach, Florida 33009
	(954) 457-1300
2.	DEPUTY CITY MANAGER
	Nydia M. Rafols Sallaberry
	400 South Federal Highway
	Hallandale Beach, Florida 33009
	(954) 457-1300
	INNOVATION TECHNOLOGY CHIEF INFORMATION OFFICER
3.	Greg Chavarria
	400 South Federal Highway
	Hallandale Beach, Florida 33009
	(954) 457-2226
	PUBLIC RELATIONS OFFICER
4.	Peter Dobens
	400 South Federal Highway
	Hallandale Beach, Florida 33009
	(954) 457-1493
5.	PROCUREMENT DIRECTOR
	Andrea Lues
	400 South Federal Highway
	Hallandale Beach, Florida 33009
	(954)457-1332
6.	SENIOR PROCUREMENTSPECIALIST
	Joann Wiggins
	400 South Federal Highway
	Hallandale Beach, FL 33009
	(954)457-1331
7.	PROCUREMENT SPECIALIST
	Tom Camaj
	400 South Federal Highway
	Hallandale Beach, FL 33009
	(954)457-1374