



CITY OF RIVIERA BEACH

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DIRECTOR OF
PROCUREMENT

To: KAREN HOSKINS, CITY MANAGER

From: RICKEY LITTLE, INTERIM PROCUREMENT DIRECTOR **RL**

Date: MAY 2, 2018

Subject: **AWARD RECOMMENDATION: RFP 94218-2 PUBLIC RELATIONS CONSULTANT**

Consistent with the City of Riviera Beach **Code of Ordinance (MUNICODE Section 16.5)**, a Request for Proposal (RFP) was advertised in the “**Legal Notices**” section of the Palm Beach Post on **February 11, 2018**, to solicit licensed, insured, and qualified Public Relations Consultant for the City of Riviera Beach.

To provide additional exposure and to ensure maximum competition for the project, it was also advertised on the City’s internet web-page and Demand Star on **February 12, 2018**. On Demand Star, the solicitation had a broadcast list of 182 and there were 7 plan holders. Two (2) proposals were received with both of the respondents being from Palm Beach County.

On **March 19, 2018**, an evaluation committee consisting of the Director of Parks and Recreation, Director of Library, Customer Services Manager, Director of Neighborhood Services (CRA), Senior Staff Assistant, Procurement Assistant, and Interim Senior Procurement Specialist convened to review and discuss the responses to the RFP for Public Relations Consultant.

Firms were evaluated in two (2) separate phases and ranked based on the criteria established in the City’s RFP which included the following:

Evaluation Criteria – Phase I	Possible Points
Firms Qualification and Capabilities	20 points
Client References	20 points
Fee Proposal	30 points
Principal Office Location and Local Participation	15 points
SBE or M/WBE	15 points
TOTAL POSSIBLE SCORE	100 POINTS

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 EVALUATION COMMITTEE RECOMMENDATION: RFP 94218-2

Committee members shared their observations, and evaluated and scored the responses in accordance with their understanding of the written criteria established in the public solicitation.

Scores for the written proposal (**Phase I**) were tallied, and based upon a measure of average score, the firms ranked as follows:

FIRM	RANKING	AVERAGE SCORE
The Merchant Strategy, Inc.	1	86.40
Mosaic	2	75.20

In accordance with the RFP's evaluation process, the two (2) firms were invited for oral presentations. On **April 5, 2018**, the two firms were invited to give oral presentations before the committee to discuss their approach and ability to meet or exceed the service requirements of the City, their business operation, their fees and qualifications of those persons that will be assigned to work with or Consult with the City on this project as listed below:

Evaluation Criteria – Phase II	Possible Points
Approach and Ability to Meet or Exceed Requested Needs	30 points
Business Operations and Customer Support	25 points
Firms and Experience and Experience of Team	15 points
Prices and Fees	20 points
Overall Presentation	10 points
TOTAL POSSIBLE SCORE	100 POINTS

Committee members evaluated and scored the responses in accordance with their understanding of the oral presentation criteria established in the public solicitation.

Scores for the oral presentation (**Phase II**) were tallied, and based upon a measure of average score, the firms ranked as follows:

FIRM	RANKING	AVERAGE SCORE
The Merchant Strategy, Inc.	1	97.25
Mosaic	2	78

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EVALUATION COMMITTEE RECOMMENDATION: RFP 871-17

As a result of Phase I and Phase II evaluations, an **overall score** was calculated based on the sum of both evaluations. The results are:

FIRM	PHASE I SCORE	PHASE II SCORE	OVERALL AVERAGE	RANK
The Merchant Strategy, Inc.	86.40	97.25	91.83	1
Mosaic	75.20	78	76.60	2

The evaluation process has validated that the proposal submitted by The Merchant Strategy, Inc. satisfies the requirements established in the RFP and that the firm is qualified to be awarded the contract for the services identified in RFP #94218-2.

The Merchant Strategy, Inc. brings 15 years of South Florida public sector experience in community outreach, marketing and project/program management, social media, government/community relations, crisis management, event production, media outreach, branding and advertising.

Additionally, the Procurement Department has verified the following references: (Please see attachments)

FIRM	NATURE OF PROJECT	RATING
City of Boynton Beach	Public Relations Consultant	
City of Lake Worth	Public Relations Consultant	
Town of Palm Beach	Public Relations Consultant	Excellent

For your records, we are enclosing copies of all confirmed references as well as all other documents used to determine the submitter's responsibility.

Accordingly, and consistent with the provisions of the solicitation, it is the consensus of the evaluation committee that the number one (1) ranked firm, The Merchant Strategy, Inc. be recommended to provide Public Relations Consultant services for the City of Riviera Beach.

Attachments