

RESOLUTION No. 24-

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE AWARD OF REQUEST FOR PROPOSALS #2024-04 "STRATEGIC COMMUNICATIONS PLAN" TO RBB COMMUNICATIONS, LLC; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH RBB COMMUNICATIONS, LLC NOT TO EXCEED BUDGETED FUNDS; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT AND EXPEND BUDGETED FUNDS ON BEHALF OF THE CITY; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City of Doral ("City") leadership identified a crucial need for a comprehensive Strategic Communications Plan, highlighting the desire to implement new initiatives and effectively communicate them to the public; and

WHEREAS, the primary objective of this project includes evaluating the current communication strategies and practices to identify areas for improvement; and

WHEREAS, following that evaluation and meetings with leadership and key City staff, a robust Strategic Communications Plan will be developed that is aligned with the city's goals and objectives; and

WHEREAS, the will serve as a framework for City staff in enhancing public awareness, engagement, and understanding of city initiatives and services, and will also allow City staff to establish clear and consistent messaging across various communication channels; and

WHEREAS, on February 12, 2024, the City of Doral issued RFP No. 2024-04 inviting all qualified and experienced firms to submit proposals for a strategic communications plan for City of Doral and notices were posted on the City's website, VendorRegistry.com, and Demandstar.com, with electronic broadcast to over 900

vendors; and

WHEREAS, all questions of a material nature were answered via three (3) addenda posted on February 23, 2024, February 28, 2024, and March 6, 2024, respectively, on the City's website, VendorRegistry.com, and Demandstar.com; and

WHEREAS, on March 13, 2024, the City received and opened six (6) timely proposals, submitted by the following respondents: Mark4B Group, Raftelis Financial Consultants, Inc., RBB Communications, Ready Set Solutions, The Merchant Strategy, and Cunningham Communications Consulting Company dba The Brand Advocates; and

WHEREAS, the Phase I Evaluation Committee meeting was conducted on Friday April 19, 2024 and the following firms were shortlisted for presentations and Phase II Evaluation: Raftelis Financial Consultants, The Merchant Strategy, The Brand Advocates and RBB Communications; and

WHEREAS, on May 10, 2024, the shortlisted firms made presentations and the Evaluation Committee conducted the final Phase II evaluation; and

WHEREAS, the City Manager recommends that the City Council award the RFP to rbb Communications, LLC as the highest scoring proposal, and authorize the City Manager to negotiate and execute an agreement with RBB Communications, LLC for the development of a Strategic Communications Plan; and

NOW THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:

Section 1. Recitals. The above recitals are confirmed, adopted, and

incorporated herein and made a part hereof by this reference.

Section 2. Approval. The award of RFP No. 2024-04 for Strategic Communications Plan to RBB Communications, LLC is approved.

Section 3. Authorization. The City Manager is authorized to negotiate and execute an agreement with RBB Communications, LLC in a form acceptable to the City Attorney. The City Manager is further authorized to expend budgeted funds as provided for herein.

Section 4. Implementation. The City Manager and the City Attorney are hereby authorized to take such further action as may be necessary to implement the purpose and provisions of this Resolution.

Section 5. Effective Date. This Resolution shall become effective immediately upon its adoption.

The foregoing Resolution was offered by _____ who moved its adoption. The motion was seconded by _____ and upon being put to a vote, the vote was as follows:

Mayor Christi Fraga	_____
Vice Mayor Oscar Puig-Corve	_____
Councilwoman Digna Cabral	_____
Councilman Rafael Pineyro	_____
Councilwoman Maureen Porras	_____

PASSED AND ADOPTED this 14 day of August, 2024.

CHRISTI FRAGA, MAYOR

ATTEST:

CONNIE DIAZ, MMC
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

LORENZO COBIELLA
GASTESI, LOPEZ & MESTRE, PLLC
CITY ATTORNEY