



# Memorandum

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Date: August 14, 2024

To: Honorable Mayor and Councilmembers

From: Rey Valdes  
City Manager

Department: Maggie Forster  
Communications Director

Subject: **Recommendation to Award RFP No. 2024-04 for Strategic Communications Plan to rbb Communications, LLC**

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## **Introduction:**

This memorandum provides the City of Doral (“City”) Council with the City Manager’s recommendation to award Request for Proposals (“RFP”) No. 2024-04 for a Strategic Communications Plan to the top-ranked proposer, rbb Communications, LLC.

## **Background:**

Communication is an integral component of any successful organization, and Doral is no exception. As a City that thrives on the engagement of its residents and stakeholders, we understand the importance of clear, consistent, and purposeful communication.

Following our 2023 strategic planning sessions with Mayor and Council, a crucial need for a comprehensive Strategic Communications Plan emerged. These conversations served as a springboard for change, highlighting the desire to implement new initiatives and effectively communicate them to the public.

As a vibrant and diverse landscape with diverse audiences, including residents, businesses and visitors, with varying needs and information preferences. Additionally, other government entities rely on our communication to collaborate seamlessly. While challenges exist, they also present exciting opportunities for growth.

The primary objective of this project includes evaluating the current communication strategies and practices to identify areas for improvement. 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. It will serve as a framework for City staff in enhancing public awareness, engagement, and understanding of city initiatives and services. This plan will also allow City staff to establish clear and consistent messaging across various communication channels.

A well-developed Strategic Communications Plan will empower Doral to:

- Foster a two-way flow of information between the city government and its residents.
- Effectively share city news, initiatives, and critical updates in a timely and transparent manner.
- Create a culture of openness and trust by providing clear communication on city decisions and rationale.
- Equip residents with the information they need to actively participate in shaping the future of Doral.
- Present a consistent and unified voice across all communication channels.

The plan will not only strengthen city-wide communication, but it will also serve as a roadmap to ensure that the entire community is not just informed, but actively engaged in the city's journey forward.

**Procurement:**

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. Notices were posted on the City's website, VendorRegistry.com, and Demandstar.com, with electronic broadcast to vendors. The Department of Procurement and Asset Management addressed all questions via three (3) addenda posted on February 23, 2024, February 28, 2024, and March 6, 2024, on the City's website, VendorRegistry.com, and Demandstar.com.

On March 13, 2024, the City received and opened six (6) timely proposals from 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.

On April 19, 2024 the Phase I Evaluation Committee meeting was conducted and the following firms were shortlisted for presentations and Phase II Evaluation: Raftelis Financial Consultants, The Merchant Strategy, The Brand Advocates and rbb Communications. On May 10, 2024, the shortlisted firms made presentations and the Evaluation Committee conducted the final Phase II evaluation.

Based on the thorough evaluation conducted by the Committee, the highest scoring proposal was submitted by rbb Communications.

### **Strategic Plan Alignment**

The proposed award aligns with the Communications initiative under Exceptional Service in which a need to develop a Communications Plan to identify processes and centralize and unify messaging across the organization for all uses was identified by City leadership.

### **Fiscal Impact:**

The fiscal impact associated with this award is estimated not to exceed \$38,850, which is within the \$40,000 budget allocated in Public Affairs Account No. 00111505.500340 (Contractual Services).

### **Recommendation**

Pursuant to City Code Section 2-320, the City Manager hereby requests that the City Council award No. 2024-04 to RBB Communications and authorize the City Manager and City Attorney to finalize negotiations and execute an agreement with rbb Communications for the creation of a Strategic Communications Plan in an amount not to exceed budgeted funds.

### **Attachments**

*RFP 2024-04 Doral Communications Plan MASTER*

*RFP 2024-04 Scoring Sheets*

*RFP 2024-04 Award Recommendation*

*rbb Communications Proposal*