



Community Outreach Data Analyst

Request for Letter of Interest

RLI 2026-005

City of Lauderhill

Visit us on the web at

<https://lauderhill.ionwave.net/>

Advertise Dates: October 10, 2025 and October 17, 2025

Opens: November 5, 2025

Date Issued: October 10, 2025

NOTICE

REQUEST FOR LETTER OF INTEREST RLI 2026-005

Community Outreach Data Analyst

The City of Lauderdale, Florida, hereinafter referred to as CITY, will be accepting Letters of Interest ("RLI") via IonWave <https://lauderdale.ionwave.net/> on November 5, 2025 at 11:45 A.M.

The CITY is seeking proposals from interested and qualified marketing firm/or Marketing Consultant to serve as a Community Outreach Data Analyst for its General Obligation Bond Referendum for Parks and Public Safety.

Services shall include:

- Data Analysis to determine support of General Obligation Bond
- Targeted Community Outreach based on Data Analysis
- Develop Communication Strategy based on Data Analysis
- Distribution of Information to residents
- Assist in the preparation of community meetings
- Conduct targeted surveys and research
- Assist in developing social media platforms for the General Obligation Bond

The selected firm will be expected to provide strategic guidance, expertise, market research, and administrative support to explain to residents the purpose of the General Obligation Bond for Parks and Public Safety. The submission of a proposal in response to this RLI will permit the CITY to evaluate objectively the capabilities of the firms. The contract will be awarded to one firm which will be responsible to provide the services described in this RLI.

The RLI Documents may be examined and obtained on and after October 10, 2025 at IonWave. Vendors who obtain solicitation documents from sources other than the Finance Department are cautioned that the solicitation package may be incomplete. Furthermore, all addendums will be posted and disseminated on IonWave.

Responsible questions regarding this RLI offering may be directed to the Purchasing Department via IonWave. The last date for questions pertaining to this proposal is **ten days before the due date**.

All proposers must register with the City online. The direct link is www.colvendor.com.

The City of Lauderdale reserves the right to reject any and all proposals, to waive any and all informalities or irregularities and to accept or reject all or any part of any proposal as they may deem to be in the best interest of the citizens of the City of Lauderdale. **The selected firm is required to enter into a contract with the City of Lauderdale.**

STATEMENT OF NON- PARTICIPATION

Proposal NO.: RLI# 2026-005

Community Outreach Data Analyst

Note: If you do not intend to submit a bid /proposal on this item/service, complete this form and upload the document to IonWave.

We/I do not wish to participate in this proposal for the following reason:

- ☐ Specifications proprietary
- ☐ Cannot supply at this time
- ☐ We do not carry this item
- ☐ We do not provide this service
- ☐ Unable to meet specifications
- ☐ Unable to meet Bond requirements
- ☐ Other

Please keep us on your bid list for future projects _____yes
_____no

Signature: _____

Name of Company: _____

Address: _____

RLI 2026-005
REQUEST FOR LETTER OF INTEREST
ALL INTERESTED PARTIES:

I. STATEMENT OF THE WORK

The objective of this solicitation is to obtain the services of marketing firm/or a Marketing Consultant to explain the purpose of the Parks and Public Safety General Obligation Bond. The Scope of Services under this Contract will be unique and may require modification based on the needs of residents.

General Description of Services

The awarded Consultant shall provide a full range of services, including but not limited to, conducting targeted research and outreach to explain the purpose of the Parks and Public Safety General Obligation Bond.

Responsibilities include, but not limited to:

- Data analysis to determine opinions of residents regarding parks and public safety,
- Develop and implement plans to engage residents, businesses, and stakeholders on the Parks and Public Safety General Obligation Bond.

Consultant shall perform the following services:

- Work closely with City staff, and other stakeholders to ensure consistent messaging, alignment with City goals as they relate to the Parks and Public Safety General Obligation Bond.
- Conduct targeted surveys of focus groups to gauge public opinion, identify trends to develop an outreach strategy for the Parks and Public Safety General Obligation Bond.
- Provide the City with reports based on targeted research.
- Attend Community meetings, HOA meetings, and any other meetings, as needed.

Evaluation Criteria

The CITY will evaluate the proposals based on, but not limited to, the following criteria: (1) demonstrated experience and qualifications; (2) quality of the firm's response to the RLI; (3) understanding of the City's needs and a tailored approach to the services to be provided under this

RLI; (4) strength of the proposed team and resources; and (5) reference checks.

The evaluation of the proposals will be made on the criteria listed herein. The contract awarded will be based primarily on demonstrated competence and qualifications using the listed criteria. It is important that firm's proposal be clear and complete. Incomplete proposals will not be considered under any circumstances.

Submittal Response Format

Submittals shall be deemed an offer to provide services to the CITY. In submitting, the professional consultant declares that he/she understands and agrees to abide by all specifications, provisions, terms and conditions of same, and all ordinances and policies of the CITY. The Proposer agrees that if the contract is awarded to him/her, he/she shall perform the work in accordance with the provisions, terms and conditions of the contract.

In order to maintain comparability and to facilitate the review process, it is requested that proposals be organized in the manner specified below. Proposals shall be submitted in a professional manner and is a representation of the consultant.

Any portions of the proposal that do not comply with these guidelines must be so noted and explained in the Acceptance of Conditions section of the bid. However, proposals which contain such variances may be considered non-responsive.

Introduction and Management Summary

At a minimum shall include:

Cover Page: Representing the firm that is submitting a proposal.

Letter of interest: Not more than five (5) pages to include names of the individuals who will be authorized to make representations for the proposer, their titles, addresses, and telephone numbers, e-mail address, location of office(s) that will be providing the service. Include the location of your firm's main office and address of the office location that will serve the City of Lauderdale. Include key areas of the proposal and that summarizes the Firm's experience and qualifications as to why they shall be recommended the award of contract.

Management summary: Submit a brief abstract, of not more than three (3) pages, stating the firm's understanding of the nature and scope of the services to be provided, the anticipated project approach and the firm's ability to comply with all the requirements. Information shall be signed by a corporate officer or principal, or an authorized representative of the consultant authorized to obligate the firm and/or joint venture contractually. The letter shall include the business address, telephone number, facsimile number, e-mail and the name of the consultant that the City can contact for additional information. The respondent or authorized representative is attesting that the information provided is current and factual and that all firms on the proposed team agree to work on the project together.

Experience and Qualifications of the Firm

Proposer shall provide, by way of example but not limitation, demonstration of experience the firm has in community outreach, data analysis, and communication strategy development.

At a minimum the information in the Letter of Interest shall include:

- Background information of your firm including number of years in business, number of personnel, and other pertinent information.
- Provide examples of experience regarding working with local governments regarding statutes and regulations. Include current contact information for each example, including city, contact name, position title, e-mail, and phone number.
- Provide information on prior failure (if any) to perform awarded contract.
- Supply details and outcome of any lawsuits your company has been involved in within the past five years as a result of your company's actions or inactions.
- Provide a copy of applicable Florida business license.
- Provide proof of active State of Florida registration with the Division of Corporations (Sunbiz.org).
- Copies of all applicable license(s) for the organization as well as for each individual that will have a direct role with this project if any.

INSURANCES

The selected firm shall provide the CITY with the insurance required under the contract upon request. The coverage is to remain in force at all times during the contract period. The CITY is to be added as an "additional insured". This MUST be written in the description section of the insurance certificate.

SUBMISSION INSTRUCTIONS

Proposals must be submitted by interested firms via <https://lauderhill.ionwave.net/> no later than 11:45 a.m. on November 5, 2025. It is the responsibility of the proposer to confirm with the CITY that the proposal has been received. Proposals not received prior to the date and time specified will not be considered. This RLI does not commit the CITY to award a contract. The CITY reserves the right to accept or reject any or all proposals received, to negotiate with the selected firm, or to cancel in part or in its entirety the solicitation. After reviewing the proposals, the City shall award the contract to a firm no later than the end of December 2025.

ATTACHMENT "A"
PROPOSER'S QUALIFICATIONS STATEMENT

PROPOSER shall furnish the following information. Failure to comply with this requirement will render RLI non-responsive and shall cause its rejection. Additional sheets shall be attached as required.

PROPOSER'S Name and Principal Address:

Contact Person's Name and Title: _____

PROPOSER'S Telephone and Fax Number: _____

PROPOSER'S License Number: _____
(Please attach certificate of competency and/or state registration.)

PROPOSER'S Federal Identification Number: _____

Number of years your organization has been in business, in this type of work:

Names and titles of all officers, partners, or individuals doing business under trade name:

The business is a: Sole Proprietorship ☐ Partnership ☐
 Corporation ☐

Name, address, and telephone number of Surety Company and agent who will provide the required bonds on this contract:

Have you ever failed to complete work awarded to you. If so, when, where and why?

Have you personally inspected the proposed WORK and do you have a complete plan for its performance?

Will you subcontract any part of this WORK? If so, give details including a list of each sub-contractor(s) that will perform work in excess of ten percent (10%) of the contract amount and the work that will be performed by each subcontractor(s).

The foregoing list of subcontractor(s) may not be amended after award of the contract without the prior written approval of the Contract Administrator, whose approval shall not be reasonably withheld.

List and describe all bankruptcy petitions (voluntary or involuntary) which have been filed by or against the Proposer, its parent or subsidiaries or predecessor organizations during the past five (5) years. Include in the description the disposition of each such petition.

List and describe all successful Bond claims made to your surety (ies) during the last five (5) years. The list and descriptions should include claims against the bond of the Proposer and its predecessor organization(s).

List all claims, arbitrations, administrative hearings and lawsuits brought by or against the Proposer or its predecessor organizations(s) during the last (5) years. The list shall include all case names; case, arbitration, or hearing identification numbers; the name of the project over which the dispute arose; and a description of the subject matter of the dispute.

List and describe all criminal proceedings or hearings concerning business related offenses in which the Proposer, its principals or officers or predecessor organization(s) were defendants.

Has the Proposer, its principals, officers, or predecessor organization(s) been CONVICTED OF a Public Entity Crime, debarred, or suspended from bidding by any government during the last five (5) years? If so, provide details.

The PROPOSER acknowledges and understands that the information contained in response to this Qualification Statement shall be relied upon by CITY in awarding the contract and such information is warranted by PROPOSER to be true. The discovery of any omission or misstatement that materially affects the PROPOSER'S qualifications to perform under the contract shall cause the CITY to reject the Bid, and if after the award, to cancel and terminate the award and/or contract.

By

(Signature)

ATTACHMENT "B"
NON-COLLUSIVE AFFIDAVIT

STATE OF _____

COUNTY OF _____

_____ being first duly sworn
deposes and says that:

Proposer is
the _____,
(Owner, Partner, Officer, Representative, or Agent)

Proposer is fully informed respecting the preparation and contents of the
attached Bid and of all pertinent circumstances respecting such Bid.

Such submittal is genuine and is not a collusive or sham submittal.

Neither the said proposal nor any of its officers, partners, owners, agents,
representative, employees or parties in interest, including this affidavit, have
in any way colluded, conspired, connived or agreed, directly or indirectly, with
any other proposal, firm or person to submit a collusive or sham Bid in
connection with the Contract for which the attached Bid has been submitted;
or to refrain from bidding in connection with such Contract; or have in any
manner, directly or indirectly, sought by agreement or collusion, or
communications, or conference with any proposer, firm, or person to fix the
price or prices in the attached proposal or any other proposal, or to fix any
overhead, profit, or cost element of the Proposal Price or the Proposal Price of
any other proposal, or to secure through any collusion conspiracy, connivance,
or unlawful agreement any advantage against (Recipient), or any person
interested in the proposed Contract;

The price of items quoted in the attached proposal are fair and proper and are
not tainted by collusion, conspiracy, connivance, or unlawful agreement on the
part of the proposer or any other of its agents, representatives, owners,
employees or parties in interest, including this affidavit.

By _____

Subscribed and sworn to before me this _____ day of
_____, 20_____.

Notary Public (Signature)

My Commission Expires

ATTACHMENT "C"
CONFIRMATION OF DRUG-FREE WORKPLACE

In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibitions.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or Contractual services that are under Bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or Contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any State, for a violation occurring in the workplace no later than five (5) days after the conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

A signed copy of your Drug-Free Workplace Policy must be attached to this signed copy and submitted with the Bid Documents.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Vendor's Signature

ATTACHMENT "D"
CERTIFIED RESOLUTION

I, _____, the duly elected
Secretary

(Person's name)

of _____, a corporation
organized and _____ (Business Name)

existing under the laws of the State of

do hereby certify that the following Resolution was unanimously adopted
and passed by a quorum of the Board of Directors of the said corporation
at a meeting held in accordance with law and the by-laws of the said
corporation.

"IT IS HEREBY RESOLVED THAT

(Person's name)"

The duly elected _____ of _____

(Title of Officer) (Business Name)

is hereby authorized to execute and submit a Bid and Bid Bond, if such
bond is required, to the City of Lauderhill and such other instruments in
writing as may be necessary of behalf of the said corporation; and that
the Bid, Bid Bond, and other such instruments signed by him/her shall
be binding upon the said corporation as its own acts and deeds. The
secretary shall certify the names and signatures of those authorized to
act by the foregoing resolution.

The City of Lauderhill shall be duly protected in relying upon such
certification of the secretary and shall be indemnified and saved
harmless from any and all claims, demands, expenses, loss or damage
resulting from or growing out of honoring, the signature of any person
so certified or for refusing to honor any signature not so certified.

I further certify that the above resolution is in force and effect and has
not been revised revoked or rescinded.

I further certify that the following are the name, titles, and official signatures of those persons authorized to act by the foregoing resolution:

NAME	TITLE	SIGNATURE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Given under my hand and the Seal of the said corporation

This _____ day of _____, 20_____

By: _____
Secretary

(SEAL)

Corporate Title

NOTE:

The above is a suggested form of the type of Corporate Resolution desired. Such form need not be followed explicitly, but the Certified Resolution submitted must clearly show to the satisfaction of the City of Lauderhill that the person signing the Bid and Bid Bond for the corporation has been properly empowered by the corporation to do so, on its behalf.

ATTACHMENT "E"

ACKNOWLEDGEMENT OF ADDENDUM

RLI 2026-005

Community Outreach Data Analyst

Acknowledgement is hereby made of the following Addenda received since issuance of Specifications:

Addendum NO

Dated

Name of Vendor: _____

Address:

Signature_____

Date_____

This page must be submitted with RLI. Failure to provide the requested documents may result in your proposal being deemed Non-Responsive.