



Procurement Management Department

Commission Agenda Staff Report

Date: August 27, 2026

Resolution No.: 2026-XX

To: Mayor and City Commission

From: Darvin Williams, City Manager

Prepared By: Shereece George Depusoir, Chief Procurement Officer

Agenda Title: Resolution Approving and Authorizing the award of RFP-2026-02 for “NMB Water Strategic Communication Services (NMB Pure), in an Amount Not to Exceed \$148,000.00

Background

The City of North Miami Beach, on behalf of NMB Water, issued a Request for Letters of Interest (RLI) seeking qualified firms to support the development and implementation of the NMB Pure initiative.

NMB Pure is a strategic communications and public engagement program designed to strengthen NMB Water's identity as a modern, reliable, and transparent regional utility. The initiative seeks to educate and engage residents, businesses, and stakeholders regarding water quality, conservation, infrastructure investments, sustainability initiatives, and the long-term value of NMB Water through integrated marketing, branding, and public outreach.

The solicitation invited firms to submit qualifications demonstrating their experience, technical capabilities, project approach, and success in providing integrated marketing, communications, branding, and community engagement services for public utilities or similarly complex organizations. The City received eight (8) Letters of Interest from qualified firms.

Letters of Interest were reviewed, and the City subsequently issued Request for Price & Campaign Approach No. RFP-2026-02 for “NMB Water Strategic Communication Services (NMB Pure),” requesting price proposals and campaign approaches from the qualified firms. The submitted price proposals were evaluated in accordance with the requirements established in the solicitation documents, and Circle of One Marketing, Inc. was determined to be the lowest responsive and responsible proposer to provide NMB Water Strategic Communication Services.

The Chief Procurement Officer and NMB Water Director have concurred with the award recommendation and verified that Funds are available and NMBW will facilitate this project with the capacity and additional contractual services funding available to support the full campaign.

Recommendation

It is recommended that the Mayor and City Commission believe it is in the best interests of the City to authorize the City Manager or designee to execute an agreement with Circle of One Marketing, Inc., the lowest responsive and responsible proposer, in an amount not to exceed \$148,000.00, subject to budget appropriation and availability of funds, and approval as to form and legal sufficiency by the City Attorney.

Fiscal Impact

The total value of the agreement shall not exceed \$148,000 and will be funded through available budgeted funds within the NMB Water operating budget.