



Public Legal Notice

**ADVERTISEMENT**

**NOTICE OF INTENT TO AWARD  
REQUEST FOR PROPOSAL # ELCMDM2025-04  
PUBLIC AWARENESS AND OUTREACH SERVICES**

**MARCH 4, 2025**

Early Learning Coalition of Miami-Dade/Monroe, Inc. hereby announces its decision to award the contract for providing Public Awareness and Outreach Services to **Agencia Central LLC**.

**Protests and Disputes**

Any person who is adversely affected by the Coalition's decision concerning a procurement solicitation or contract award and who wants to protest such decision shall file a protest in compliance with Section 120.53(3), FS. Failure to file a protest within the time prescribed in Section 120.57(3), FS, 72 hours, shall constitute a waiver of proceedings under Chapter 120, FS.

Any proposer, who desires to file a formal protest to this RFP, must accompany that protest with a bond payable to the Coalition in an amount equal to one percent (1%) of the estimated Contract amount in accordance with s. 287.042(2)(c), F.S. Bond shall be conditioned upon the payments of all costs which may be adjusted against the proposer in the administrative hearing in which the action is brought and in any subsequent appellate court proceedings. In lieu of a bond, the Coalition may accept a cashier's check or a money order in the amount of the bond. Failure to file the proper bond at the time of filing the formal protest will result in a denial of the protest.

A protest must be submitted to the President/CEO in writing within 72 hours of the Notification of Intent to Award. The protest must fully identify facts resulting in the contested issues. The protest will be responded to within five (5) business days. A protester whose complaint was denied by the President/CEO has the right to appeal that decision within five (5) business days to a certified hearing officer appointed by the Florida Conflict Resolution Consortium. An appointed hearing officer's decision may be appealed to the Board within five (5) calendar days of the mediator's determination. The Board will either, review and render its final decision within ten (10) business days after the postmarked date of the protester's appeal to the Board, or the Board will grant its chairperson authority to appoint an ad hoc committee comprised of three voting members to review and render a final decision on behalf of the full Board.

Please direct all inquiries to:

Lisney Badillo  
Director of Contracts and Procurement  
Early Learning Coalition of Miami-Dade/Monroe  
Central Service Center  
United Way Campus  
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RFP # ELCMDM2025-04 Public Awareness and Outreach Services		Max. Score	The M Network, Inc.				Appleton Inc.				Agencia Central LLC			
			#1	#2	#3	#4	#1	#2	#3	#4	#1	#2	#3	#4
<b>Organizational Capacity</b>		<b>35</b>												
1	Seasoned firm with knowledge in · Creation of public awareness and outreach campaigns. · Rules and requirements governing non-profit funding. · Media and Public relations geared to non-profit organizations.	35	33	35	34	35	28	35	33	35	32	35	34	35
<b>Specifications</b>		<b>25</b>												
1	At least 5 years relevant experience.	10	10	10	10	10	8	10	10	10	10	10	10	10
2	Portfolio of work that includes work with diverse populations.	15	13	15	15	15	12	15	15	15	15	15	15	12
<b>Documentation</b>		<b>25</b>												
1	Report Format	10	8	9	10	10	10	9	9	8	12	9	9	10
2	Presentation	15	12	12	14	10	12	13	13	10	12	14	14	15
<b>Pricing</b>		<b>15</b>												
1	Cost for services is not to exceed \$209,000.00.	15	15	15	13	15	15	15	15	15	15	15	14	15
<b>TOTAL</b>		<b>100</b>	91	96	96	95	85	97	95	93	96	98	96	97
<b>TOTAL SUM</b>		<b>400</b>	378				370				387			
<b>AVERAGE</b>		<b>100</b>	95				93				97			