



SOLICITATION RFQ 4603-19-AP

Consulting Services for Strategic Planning

February 11, 2019



100 West Cypress Creek Road, Suite 620
Fort Lauderdale, FL 33309
Contact: Todd A. Brauer, AICP, PTP
+1 (954) 482-8409
tbrauer@whitehousegroup.com

TABLE OF CONTENTS

- Letter of Transmittal 1**
- Consultant Team Qualifications 2**
 - Whitehouse Group 3
 - TransPro Consulting..... 4
 - Media Relations Group..... 5
- Summary of Proposer’s Qualifications 6**
 - Team Experience 7
 - Todd A. Brauer, Project Manger 8
 - Mark Aesch, Vision Manager..... 9
 - Laila Haddad, Outreach Manager..... 10
- Project Approach and Methodology 11**
 - Outreach Activities 12
 - Strategic Plan..... 13
 - Quality Assurance..... 14
 - Project Budget..... 15
- Experience and Capacity to Perform..... 16**
- Required Forms..... 18**
 - Acknowledgement and Signature Page 19
 - Hold Harmless and Indemnity Clause..... 20
 - Noncollusion Affidavit 21
 - Shorn Statement Pursuant to Section 287.133(3)(a) Florida Statues on Public Entity Crimes... 22
 - Certifications Regarding Debarment, Suspension and other Responsibility Matter..... 24
 - Drug-free Workplace Program 25
 - Solicitation, Giving, and Acceptance of Gifts Policy..... 26
 - Reference Questionnaires..... 27



...solutions for a dynamic world®

February 11, 2019

Althea Pemsel
Assistant Director
City Hall/Office of Procurement Services
2600 Hollywood Boulevard, Room 303
Hollywood, Florida 33020

RE: Solicitation No. RFQ-4603-19-AP

Dear Althea Pemsel and Members of the Selection Committee:

When we think about the City of Hollywood and what it represents, three unifying themes come to the forefront: Vision, Outreach and Action.

- **Vision** – The City of Hollywood is on the forefront of imagining what if and what could be. The City’s ongoing *Neighborhood Master Plan* is model for other communities when addressing core issues needed to build a better future for all its residents.
- **Outreach** – This is a theme that is seen in the action of countless meetings. Whether the topic is complete streets or mosquito borne virus prevention, discussions between City staff and residents are always informative, collaborative and respectful.
- **Action** – The City has a track record of innovation across a full spectrum, from being a pioneer in protecting coastal resources with the *Marine Waterway Master Plan* to improving the education with the *Excellence in Education Teacher Grant Program*.

We, with support from **TransPro Consulting** and **Media Relations Group**, share the City of Hollywood’s passion for these three themes and hope to support the City in the development of a new *Strategic Plan*. We are headquartered in Broward County and bring a unique understanding of this effort that no other team can offer. We will work with the City to develop a Plan that will leverage collective strengths to address challenges as well as identify solutions that make a difference in the lives of the people who live, work and play in the City of Hollywood.

Sincerely,
Whitehouse Group Inc.

A handwritten signature in blue ink that reads 'Todd A. Brauer'.

Todd A. Brauer, AICP, PTP
President / COO

Authorized Representative
Todd A. Brauer, AICP, PTP
President / COO
100 West Cypress Creek Road, Suite 620
Fort Lauderdale, FL 33309
+1 (954) 482-8409



CONSULTANT TEAM QUALIFICATIONS



MISSION STATEMENT

DECISION-MAKING SOLUTIONS

We merge technical expertise with an understanding of the political and social context of transportation investments to support both long-range, governmental decision-making and short-range responses to market forces.

HOW WE HAVE POSITIVELY IMPACTED OUR COMMUNITIES SINCE 2008

- Enhanced public transit services throughout the Commonwealth of Pennsylvania.
- Improved the movement of freight in Virginia, South Carolina, Florida and Pennsylvania.
- Developed grant applications that have been awarded tens of millions of dollars.
- Established a long-term vision to expand public transit services in Tulsa, Oklahoma.

SIMILAR PROJECT EXPERIENCE WITHIN THE PAST THREE YEARS

Advancing Strategic Initiatives

We support the Broward MPO Board in the development and implementation of a Strategic Business Plan, including the development of core values; vision and mission statements; and performance measures.

Client: Broward MPO
 Budget: \$2 million
 Duration: 2015 - present

Richard Blattner, Chair
 +1 (954) 921-3321
 RBLATTNER@hollywoodfl.org



Operational Assessment and Capital Plan

We supported the Port of Philadelphia (under contract to the Pennsylvania Department of Transportation) in the assessment of port operations, the development of a Strategic Business Plan and the creation of Capital Plan.

Client: PennDOT
 Budget: \$1 million
 Duration: 2016 - 2017

Gerard H. Sweeney, Chair
 +1 (610) 832-7736
 Jerry.Sweeney@bdnreit.com





We were formed in 2011 specifically to support public sector agencies and local governments as they transform their culture, work process, and management analytics such that they realize success. The company is based in Tampa, Florida with affiliates based in Houston, TX, Washington, D.C., Jersey City, NJ, Rochester, NY, and New York City, NY.

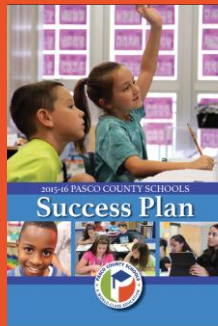
Through innovative strategy development, performance-based management, results analytics, process improvement, customer satisfaction measurement devices, and industry leading performance measurement systems, we have helped public sector teams create cultures for double digit improvements in efficiency and quality.



SIMILAR PROJECT EXPERIENCE WITHIN THE PAST THREE YEARS

PASCO COUNTY SCHOOL SUCCESS PLAN

We were engaged by the Pasco County School District, the 11th largest school district in Florida and the 55th largest school district in the United States, to develop an actionable strategic plan and performance scorecard to report results to students, parents and taxpayers.



Client: Pasco County School District
 Budget: \$290,000
 Duration: 2014 - 2016

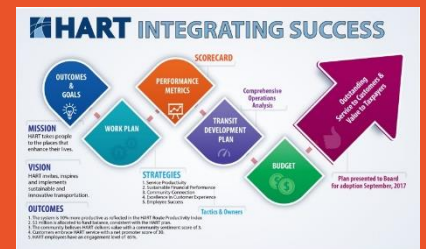
Kurt Browning
 Superintendent
 +1 (509) 543-6700
 ksbsos@pasco.k12.fl.us

HART STRATEGIC BUSINESS PLAN

We recently completed a strategic planning process with the Hillsborough Area Regional Transit Authority (HART) that is part of the transit agency's strategic and financial transformation. We developed new mission and vision statements, a strategic plan and performance scorecard.

Client: HART
 Budget: \$240,000
 Duration: 2015 – 2018

Jeff Seward, Interim CEO
 +1 (813) 254-4278
 sewardj@gohart.org





We are a certified Disadvantaged Business Enterprise (DBE), woman-owned public information company, specializing in public and private sector public involvement campaigns. We have successfully spearheaded public outreach efforts on numerous projects across South Florida for the past 20 years. We provide media relations in English, Spanish and Creole, marketing, digital media, graphics services, the organization of business interests, and grassroots door-to-door consensus building. We often serve as a direct spokesperson for our clients.

SIMILAR PROJECT EXPERIENCE WITHIN THE PAST THREE YEARS

SMART Plan

We recently completed for the Miami-Dade TPO a communication plan to collect and analyze stakeholder input for a variety of transportation projects and policies, including SW 152nd Street and autonomous vehicles.

Client: Miami-Dade TPO
Budget: \$30,000
Duration: 2015 - present

Aileen Boucle, Executive Director
+1 (305) 375-4507
aileen.boucle@mdtpo.org

Lee County Long Range Plan

We supported the Lee County MPO in the development of a communication plan for the collection of stakeholder input on potential projects. We also developed a project website that allowed interactive communication.

Client: Lee County MPO
Budget: \$45,000
Duration: 2014 - 2016

Don Scott, Executive Director
+1 (239) 338-2550
dscott@swfrpc.org



For the last five (5) years we nor any of our employees have had any legal claims, prior or pending litigation or investigation, either civil or criminal, involving a governmental agency, which may affect the performance of the services to be rendered herein.



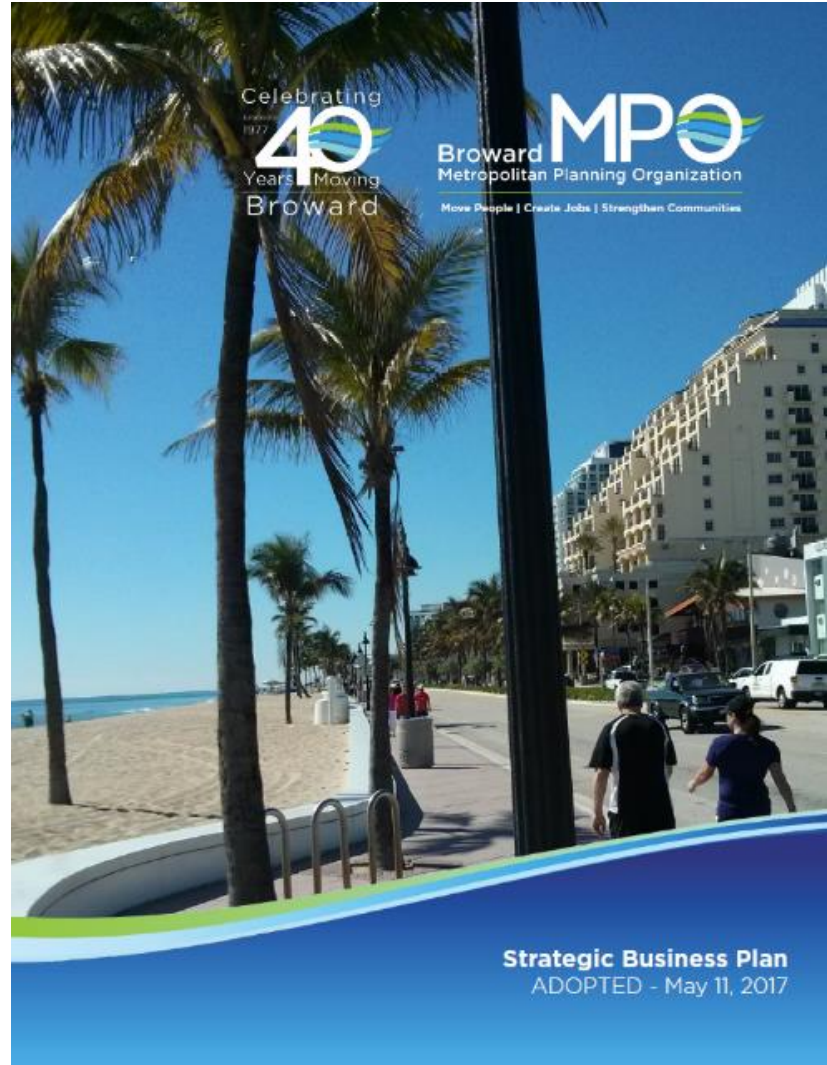
SUMMARY OF PROPOSER'S QUALIFICATIONS

Team Experience

Broward MPO Strategic Plan

Whitehouse Group, TransPro Consulting and Media Relations Group completed the *Strategic Business Plan* for the Broward MPO and has successfully supported the MPO in the implementation of the Plan for the past two years. In addition, we have monitored the Plan to ensure the MPO is on track to achieve its two and five year success markers.

Our team facilitated an MPO Board retreat on January 12, 2017 to update the MPO's *Strategic Business Plan* (adopted by the Board on April 9, 2015). **The updated Plan incorporates new Vision and Mission Statements into a framework with updated Goals and Objectives. The Plan shows how the MPO will achieve success over the next two to five years.** As part of the MPO's new mission, we have developed a *Transportation Planning Guidebook* and several other new programs to fast-track the delivery of projects.



MISSION STATEMENT

[Why we exist]

To collaboratively plan, prioritize and fund the delivery of diverse transportation options.

VISION STATEMENT

[Why we strive for]

Our work will have measurable positive impact by ensuring transportation projects are well selected, funded and delivered.



TODD A. BRAUER, AICP, PTP

Project Manager



SUMMARY OF EXPERIENCE

Mr. Brauer is a certified professional planner, with 20 years of experience, responsible for the management and technical development of transportation systems and policy planning projects. Mr. Brauer has provided technical support and policy guidance to government and private industry in the areas of: land use and transport model design and application, comprehensive long-range plan development, multimodal corridor studies, Federal Transit Administration (FTA) New Starts analysis and air quality forecasting. Additionally, he participates in research efforts for federal, state and local agencies involving strategic planning, travel behavior, freight logistics and transit survey instruments.

EDUCATION

- MS, Urban Planning, University of Kansas
- BA, History (Honors), University of Kansas

CERTIFICATIONS / LICENSES

- American Institute of Certified Planners (AICP), No. 021642
- Professional Transportation Planner (PTP), Institute of Transportation Engineers (ITE), No. 100

PROFESSIONAL APPOINTMENTS

- Member, Traveler Behavior and Values Committee (ADB10), Transportation Research Board (TRB), 2008-2014
- Member, Travel Survey Methods Committee (ABJ40), TRB, 2011-2014

PROFESSIONAL AFFILIATIONS

- Individual Affiliate, Transportation Research Board (TRB)
- Member, American Planning Association (APA)

PROJECT EXPERIENCE

Advancing Strategic Initiatives, Broward MPO, Fort Lauderdale, FL

Project Manager in support of the Broward MPO Board in the development and implementation of a Strategic Business Plan, including the development of core values; vision and mission statements; and performance measures.

Operational Assessment and Capital Plan, Pennsylvania Department of Transportation (PennDOT), Philadelphia, PA

Project Manager in support of the Port of Philadelphia (under contract to PennDOT) in the assessment of port operations, the development of a Strategic Business Plan and the creation of Capital Plan. The strategic plan included performance measures to assess operational and financial efficiencies.

Fort Sam Houston Comprehensive Transportation Plan, Army Corps of Engineers, San Antonio, TX

Project manager in the support of future Base Closure and Realignment (BRAC) Commission's activities within the San Antonio metropolitan area by providing a strategic and capital investment plan documenting a variety of multi-modal access and circulation alternatives to support the transportation needs of Fort Sam Houston.



MARK AESCH
Vision Manager

SUMMARY OF EXPERIENCE

Mark Aesch is a big picture thinker who passionately believes that public sector agencies can operate as efficiently and as focused on meeting customer needs as private sector businesses. As CEO and founder of TransPro, Mark leads his team in guiding organizations to new levels of performance excellence with the 7 Steps to Success performance management model. Mark is a Certified Executive Coach to public and private sector executives around the world. Mark has extensive experience facilitating meetings and retreats with Boards, management, staff, and community members. **He also supports organizations in the development of strategic plans, performance measurement systems, incentive compensation programs, and programs to improve overall service.**

Mark has worked closely with Board members, Chief Executives, and management teams at Hillsborough Area Regional Transit (HART) and Pinellas Suncoast Transit Authority (PSTA) to guide their agencies to new levels of performance and financial sustainability through outcomes-based planning, strategic alignment, performance measurement, and development incentive-based performance evaluations. He has also overseen several customer satisfaction studies for HART, PSTA, and SCAT in Sarasota.

Mark has led Broward MPO through several recent initiatives aimed at positioning the MPO to better engage its employees and Board members, increase its ability to influence successful outcomes for the region, improve performance on areas of strategic importance, and be a national leader among MPOs in organizational effectiveness. Mark played a key role in the MPO's creation and adoption of an updated *Strategic Business Plan*, as well as a new organizational structure, compensation philosophy, and performance review process aligned with the strategic direction outlined in the *Strategic Business Plan*.



EDUCATION

BS, Communication and History, State University of New York, College at Brockport

PROFESSIONAL EXPERIENCE

2011 - present
TransPro Consulting
Tampa, FL
Chief Executive Officer

2012 - present
Boston Consulting Group
Senior Advisor

2004 - 2011
Rochester Genesee Regional Transportation Authority
Rochester, NY
Chief Executive Officer

LAILA HADDAD

Outreach Manager



EDUCATION

BS, Business Administration (Cum Laude),
State University of New York, College at
Brockport

BASIS FOR TEAM SELECTION

- Have led or currently leads public involvement efforts for multiple contracts within Broward County and encompassing cities including the City of Hollywood and the City of Fort Lauderdale.
- Assisted in public involvement efforts on multiple Broward County planning and design contracts.
- Effective collaboration with key Broward County stakeholders including elected/appointed officials, associations, business leaders and other agencies

SUMMARY OF EXPERIENCE

Ms. Haddad is a public relations professional with more than 33 years of diversified experience, who has worked in the planning, design and construction management of major Florida Department of Transportation (FDOT) projects over the past nine years with Media Relations Group. Her expertise is in the production and management of all phases of roadway projects, specifically Construction Engineering Inspection (CEI) contracts.

She has served and continues to serve as lead Senior Public Information Officer on numerous construction-related projects, overseeing all the public involvement activities required for those contracts. In addition, throughout the years Ms. Haddad has managed and provided technical leadership on a number of transportation and infrastructure projects for many agencies throughout Florida, including the Broward MPO, the City of Fort Lauderdale, the Florida's Turnpike Enterprise (FTE), the City of Miami Beach and FDOT District Four.

Her extensive involvement in the creation and development of community awareness plans, public involvement activities, consensus building, strategic alliances, plain language educational platforms and media outreach has afforded her the opportunity to have successful working relationships with cultural and economically diverse communities specifically within Broward, Miami-Dade, Palm Beach, Indian River, Martin Counties and throughout District Four.

She has also been responsible for special event planning and participation, preparation of audio/visual presentations and meeting minutes, client coordination, implementation of effective Quality Assurance and Quality Control (QA/QC) and the supervision of project personnel on major projects.



PROJECT APPROACH AND METHODOLOGY



Listen First

by Jorge Valens

A key component of any project is the constant need to educate. The success of any project will depend on building consensus very early; however, recognizing that this participation process is not a one-size-fits-all is paramount. **The main aim of public involvement or participation is to encourage the public to have meaningful input into the decision-making process.** This initial and continuous participation ensures that those intermittent and final decisions made, aptly reflect the wants and needs of the community, including those of elected or appointed officials. Recognizing that there may be diversity and a wide range

of views, increases the need for meaningful involvement which ultimately leads to the inclusion of the entire community, while carefully considering their interests, concerns and demographics. **Utilizing available seasoned and innovative outreach tools, will ensure that those impacted remain engaged, throughout the entire life of a project.** Public involvement provides those impacted with the means to understand the issues, provides options or solutions and allows the community the opportunity to effectively obtain feedback on various alternatives or decisions.

OUTREACH OBJECTIVES

- Establish a *Community Awareness Plan* with direct coordination with City of Hollywood staff.
- Coordinate early and often, with businesses, residents and other entities to allow interaction among stakeholders.
- Meet with representatives and elected officials.
- Maximize the City of Hollywood's communication resources to get the word out and increase public involvement in the process.
- At least one public meeting will be held to share information about the *Strategic Plan* and the anticipated impacts during its implementation. (We will assist with the preparation, attendance and follow-up of this meeting.)
- Record all comments and commitments to provide solid documentation.



Anatomy of Success

by Michele Dinan



Many strategic, organizational planning firms help a public organization through the relatively elementary processes of defining their mission and vision. Some will even help an organization define its values that employees should utilize in their interaction with one another throughout the year. **Our process does all of that - but the innovation and uniqueness of our process comes from the clarity of defining success for the coming years**, with an aligned performance measurement system to ensure efforts turn into results.

The City of Hollywood's mission statement will describe why the organization exists. The vision statement is what the City of Hollywood desires to become. **A success statement establishes, quantifiably, what must occur this coming year in order to positively advance on that journey to achievement of the vision.** This clear definition of success helps to avoid distraction, prevents others from defining success, and establishes the clear priorities for the coming year - and it is unique to our development process.

We wholeheartedly believe that organizational excellence requires alignment and action from the top-down and from the bottom-up. **Individuals must possess the tools and understanding of how their performance drives department performance and overall organizational results.** Similarly, the organization must hold accountable and recognize employees for their contributions.

A key element of making the City of Hollywood's plan actionable will be the development of a performance measurement system that incorporates active engagement from the management team, employees, and from stakeholder workshops, and is fully aligned with the key strategies, goals, and objectives of the Strategic Plan. This performance measurement system will include a dashboard that tracks organizational progress over time. The performance scorecard will measure performance against goals set by the City across a variety of key metrics – all focused towards ensuring that customers receive quality service while simultaneously delivering value to taxpayers and other core stakeholder constituencies.



Relentless Quality

by Monique Colberg

Every deliverable we prepare undergoes a quality assurance (QA) review, ensuring that it was prepared in accordance with accepted professional standards and practices and meet contract requirements. **We will document all project proceedings and deliverables within a QA Plan, which will include the framework for quality performance, team member roles and responsibilities, performance measures, quality control procedures, and requirements.**

The QA Plan will:

- Identify the level of detail applied on each review;
- Include subconsultant quality control requirements;
- Identify milestones for quality control reviews;
- Identify the quality control reviewers responsible for each task element;
- Identify the project manager responsible for quality assurance verification; and
- Include a quality control review log, following the City of Hollywood's required format, to be used by the project manager for tracking and documenting the quality control process, identifying documents and review and schedules.

The QA Plan will be a stand-alone document referenced in the overall project control plan. **No deliverable will be transmitted to the City of Hollywood's Project Manager until our quality assurance team has verified that each deliverable has successfully met the performance standards documented within the QA Plan.**

QUALITY ASSURANCE FEEDBACK PROCEDURE

- Conduct regular meetings with City staff to verify we are providing services and deliverables the way City staff would like them.
- Propose alternative approaches to how the consultant team can better assist staff and ask for feedback on those ideas.
- Regularly ask for performance ratings of consultant team staff from City staff.



PROJECT BUDGET

Proposed Amounts by Products / Deliverables

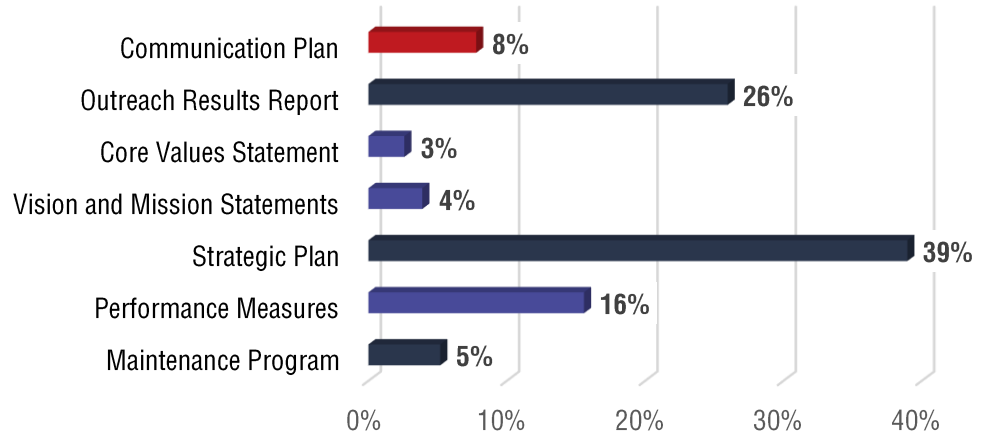
Product / Deliverable	Lead Team Member	Supporting Team Members	Amount
Communication Plan	Media Relations Group*	Whitehouse Group**	\$15,000
Outreach Results Report	Whitehouse Group	Media Relations Group	\$50,000
Core Values Statement	TransPro Consulting	Whitehouse Group	\$5,000
Vision and Mission Statements	TransPro Consulting	Whitehouse Group	\$7,500
Strategic Plan	Whitehouse Group	Media Relations Group TransPro Consulting	\$75,000
Performance Measures	TransPro Consulting	Whitehouse Group	\$30,000
Maintenance Program	Whitehouse Group	Media Relations Group	\$10,000
TOTAL			\$192,500

*Disadvantaged Business Enterprise (DBE)

**Small Business Enterprise (SBE)

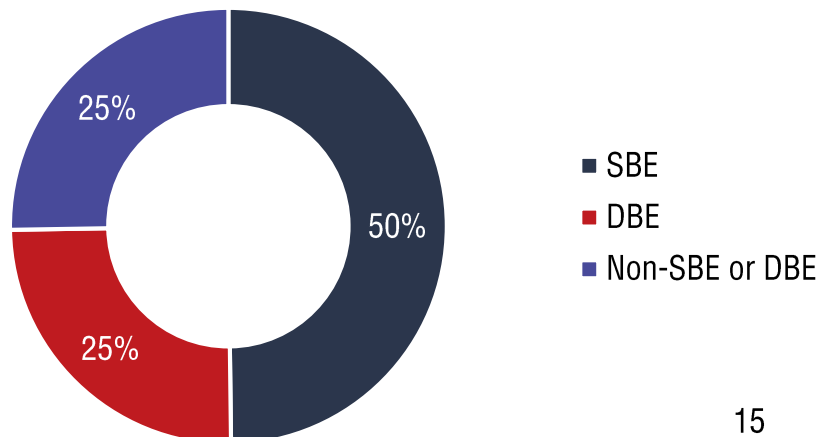
PERCENT OF BUDGET

Product / Deliverable



PERCENT OF BUDGET

Firm Type





EXPERIENCE AND CAPACITY TO PERFORM

We offer:

- **Over 10 experts** in the variety of disciplines necessary to support the develop of a dynamic Strategic Plan;
- An experienced project manager with a **track record of working effectively with local municipalities;**
- **A team with extensive experience** addressing all aspects of public outreach, strategic planning and performance monitoring;
- **Long-standing relationships** with the City of Hollywood’s planning partners, including the Broward MPO, Tri-rail, and Broward County; and,
- **An understanding of key strategic planning issues.**

Our team is ready to begin work immediately. Through our management approach and adaptable *Quality Assurance Plan*, we will continually monitor this project to ensure that it moves forward on schedule, within budget, and to City of Hollywood’s satisfaction.



Advancing Strategic Initiatives

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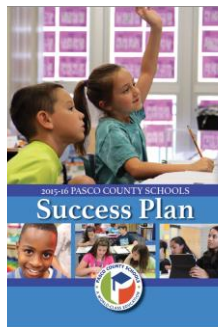
Client: Broward MPO
Budget: \$2 million
Duration: 2015 - present

Richard Blattner, Chair
+1 (954) 921-3321
RBLATTNER@hollywoodfl.org



COUNTY SCHOOL SUCCESS PLAN

We were engaged by the Pasco County School District, the 11th largest school district in Florida and the 55th largest school district in the United States, to develop an actionable strategic plan and performance scorecard to report results to students, parents and taxpayers.



Client: Pasco County School District
Budget: \$290,000
Duration: 2014 - 2016

Kurt Browning
Superintendent
+1 (509) 543-6700
ksbsos@pasco.k12



SMART Plan

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Client: Miami-Dade TPO
Budget: \$30,000
Duration: 2015 - present

Aileen Boucle, Executive Director
+1 (305) 375-4507
aileen.boucle@mdtpo.org



REQUIRED FORMS

Acknowledgement and Signature Page

January 13, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

ACKNOWLEDGMENT AND SIGNATURE PAGE

This form must be completed and submitted by the date and the time of bid opening.

Legal Company Name (include d/b/a if applicable): Whitehouse Group Inc. Federal Tax Identification Number: 80-0273405

If Corporation - Date Incorporated/Organized: September 29, 2008

State Incorporated/Organized: Florida

Company Operating Address: 100 West Cypress Creek Road, Suite 620

City Fort Lauderdale State FL Zip Code 33309

Remittance Address (if different from ordering address): _____

City _____ State _____ Zip Code _____

Company Contact Person: Todd A. Brauer Email Address: tbrauer@whitehousegroup.com

Phone Number (include area code): (954) 482-8409 Fax Number (include area code): Not applicable

Company's Internet Web Address: www.whitehousegroup.com

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.

 February 11, 2019
Bidder/Proposer's Authorized Representative's Signature: Date

Type or Print Name: Todd A. Brauer

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.

ANY EXCEPTION, CHANGES OR ALTERATIONS TO THE GENERAL TERMS AND CONDITIONS, HOLDHARMLESS/INDEMNITY DOCUMENT OR OTHER REQUIRED FORMS MAY RESULT IN THE BID/PROPOSAL BE DEEMED NON-RESPONSIVE AND DISQUALIFIED FROM THE AWARD PROCESS.

Hold Harmless and Indemnity Clause


January 13, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

HOLD HARMLESS AND INDEMNITY CLAUSE

(Company Name and Authorized Representative's Name)

, the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.



SIGNATURE

Todd A. Brauer

PRINTED NAME

Whitehouse Group Inc.

COMPANY OF NAME

February 11, 2019

DATE

Failure to sign or changes to this page shall render your bid non-responsive.

Noncollusion Affidavit

January 13, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

NONCOLLUSION AFFIDAVIT

STATE OF: Florida

COUNTY OF: Broward, being first duly sworn, deposes and says that:

- (1) He/she is Todd A. Brauer of Whitehouse Group, the Bidder that has submitted the attached Bid.
- (2) He/she has been fully informed regarding the preparation and contents of the attached Bid and of all pertinent circumstances regarding such Bid;
- (3) Such Bid is genuine and is not a collusion or sham Bid;
- (4) Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the contractor for which the attached Bid has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices, profit or cost element of the Bid price or the Bid price of any other Bidder, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- (5) The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(SIGNED)  President / COO
Title

Failure to sign or changes to this page shall render your bid non-responsive.

Shorn Statement Pursuant to Section 287.133(3)(a) Florida Statutes on Public Entity Crimes

January 13, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA STATUTES ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS

1. This form statement is submitted to City of Hollywood, Florida
by Todd A. Brauer, President / COO for Whitehouse Group Inc.
(Print individual's name and title) (Print name of entity submitting sworn statement)
whose business address is 100 West Cypress Creek Road, Suite 620, Fort Lauderdale, FL 33309
and if applicable its Federal Employer Identification Number (FEIN) is 80-0273405 If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement.

2. I understand that "public entity crime," as defined in paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misinterpretation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in an federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime, or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that "person," as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

X Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

X The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

X The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime, but the Final Order entered by

January 13, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the Final Order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

od/A. Braun
(Signature)

Sworn to and subscribed before me this 11th day of February, 2019.

Personally known

Or produced identification _____ Notary Public-State of Florida _____

(Type of identification) my commission expires 09/18/2022



(Printed, typed or stamped commissioned name of notary public)

Failure to sign or changes to this page shall render your bid non-responsive.

Certifications Regarding Debarment, Suspension and other Responsibility Matter

January 13, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS

The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Applicant Name and Address:

Whitehouse Group Inc.

100 West Cypress Creek Road, Suite 620

Fort Lauderdale, FL 33309

Application Number and/or Project Name:

Solicitation RFQ No. 4603-19-AP / Consulting Services for Strategic Planning

Applicant IRS/Vendor Number: 80-0273405

Type/Print Name and Title of Authorized Representative:

Todd A. Brauer, President / COO

Signature:  Date: February 11, 2019

Failure to sign or changes to this page shall render your bid non-responsive.

Drug-free Workplace Program

January 13, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

DRUG-FREE WORKPLACE PROGRAM

IDENTICAL TIE BIDS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. 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 prohibition.
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 such 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 these requirements.

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



VENDOR'S SIGNATURE

Todd A. Brauer

PRINTED NAME

Whitehouse Group Inc.

NAME OF COMPANY

Solicitation, Giving, and Acceptance of Gifts Policy

January 13, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. - "No Public officer, employee of an agency, local government attorney, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, local government attorney, or candidate would be influenced thereby." The term "public officer" includes "any person elected or appointed to hold office in any agency, including any person serving on an advisory body."


The City of Hollywood policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City does business.

The State of Florida definition of "gifts" includes the following:

- Real property or its use,
- Tangible or intangible personal property, or its use,
- A preferential rate or terms on a debt, loan, goods, or services,
- Forgiveness of indebtedness,
- Transportation, lodging, or parking,
- Food or beverage,
- Membership dues,
- Entrance fees, admission fees, or tickets to events, performances, or facilities,
- Plants, flowers or floral arrangements
- Services provided by persons pursuant to a professional license or certificate.
- Other personal services for which a fee is normally charged by the person providing the services.
- Any other similar service or thing having an attributable value not already provided for in this section.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to sign the statement, I certify that this firm will comply fully with this policy.

 _____ SIGNATURE	Todd A. Brauer _____ PRINTED NAME
Whitehouse Group Inc. _____ NAME OF COMPANY	President / COO _____ TITLE

Failure to sign this page shall render your bid non-responsive.

Reference Questionnaires

February 4, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Whitehouse Group

Firm giving Reference: Broward Metropolitan Planning Organization

Address: 100 West Cypress Creek Road Fort Lauderdale, FL 33309

Phone: 954-876-0035

Fax: 954-876-0062

Email: stuartg@browardmpo.org

1. **Q:** What was the dollar value of the contract?
A: \$2 Million
2. **Q:** Have there been any change orders, and if so, how many?
A: All Task Work based
3. **Q:** Did they perform on a timely basis as required by the agreement?
A: Yes
4. **Q:** Was the project manager easy to get in contact with?
A: Yes
5. **Q:** Would you use them again?
A: Yes
6. **Q:** Overall, what would you rate their performance? (Scale from 1-5)
A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable
7. **Q:** Is there anything else we should know, that we have not asked?
A: Yes

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Gregory Stuart

Title: Executive Director, Broward MPO

Signature: 

Date: 2/4/2019

January 13, 2019

City of Hollywood, Florida
Solicitation # RFQ-4603-19-AP

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Transpro Consulting

Firm giving Reference: Pasco District Schools

Address: 7227 Land O Lakes Blvd, Land O Lakes, FL 34638

Phone: 813.794.2651

Fax: 813.794.2326

Email: ksbsos@pasco.k12.fl.us

1. **Q:** What was the dollar value of the contract?
A: \$290,000.00
2. **Q:** Have there been any change orders, and if so, how many?
A: NONE
3. **Q:** Did they perform on a timely basis as required by the agreement?
A: YES. Absolutely
4. **Q:** Was the project manager easy to get in contact with?
A: YES. Absolutely
5. **Q:** Would you use them again?
A: YES Absolutely
6. **Q:** Overall, what would you rate their performance? (Scale from 1-5)
A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable
7. **Q:** Is there anything else we should know, that we have not asked?
A: NO

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Kurt S. Browning

Title: Superintendent of Schools

Signature: 

Date: February 7, 2019

February 4, 2019

City of Hollywood, Florida
Solicitation # **RFQ-4603-19-AP**

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: MRG

Firm giving Reference: Broward Metropolitan Planning Organization

Address: 100 West Cypress Creek Road Fort Lauderdale, FL 33309

Phone: 954-876-0035

Fax: 954-876-0062

Email: stuartg@browardmpo.org

1. **Q:** What was the dollar value of the contract?
A: \$2 Million
2. **Q:** Have there been any change orders, and if so, how many?
A: All Task Work based
3. **Q:** Did they perform on a timely basis as required by the agreement?
A: Yes
4. **Q:** Was the project manager easy to get in contact with?
A: Yes
5. **Q:** Would you use them again?
A: Yes
6. **Q:** Overall, what would you rate their performance? (Scale from 1-5)
A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable
7. **Q:** Is there anything else we should know, that we have not asked?
A: Yes

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Gregory Stuart

Title: Executive Director, Broward MPO

Signature: 

Date: 2/4/2019



100 West Cypress Creek Road, Suite 620
Fort Lauderdale, FL 33309
Contact: Todd A. Brauer, AICP, PTP
+1 (954) 482-8409
tbrauer@whitehousegroup.com