

RESOLUTION NO. 11- 1999

**A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA APPROVING WORK AUTHORIZATION NUMBER 43 WITH CALVIN, GIORDANO AND ASSOCIATES, INC. FOR PUBLIC RELATIONS AND SOCIAL NETWORKING MANAGEMENT FOR THE UTILITY REPLACEMENT PROJECT AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Town of Surfside wishes to obtain professional government consulting services for the utility replacement project within the Town of Surfside; and

**WHEREAS**, Calvin, Giordano and Associates, Inc. will provide public relations and social networking management; and

**WHEREAS**, Work Authorization No. 43 is attached as "Exhibit A";

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA:**

**Section 1.** That the above and foregoing recitals are true and correct.

**Section 2.** That the Commission approves and authorizes Work Order No. 43 attached as "Exhibit A".

**Section 4.** The Resolution shall become effective immediately upon its adoption.

PASSED AND ADOPTED this 18th day of January, 2011.

Motion by Commissioner Kopelman, Second by Commissioner Karukin

FINAL VOTE ON ADOPTION


Commissioner Michael Karukin

yes


Commissioner Edward Kopelman

yes


Commissioner Marta Olchyk yes  
Vice Mayor Joe Graubart no  
Mayor Daniel Dietch yes

  
\_\_\_\_\_  
Daniel Dietch, Mayor

Attest:

  
\_\_\_\_\_  
Debra E. Eastman, MMC  
Town Clerk

Approved as to form and legal sufficiency:

  
\_\_\_\_\_  
Lynn M. Dannheisser  
Town Attorney



Calvin, Giordano & Associates, Inc.  
EXCEPTIONAL SOLUTIONS

Date: November 18, 2010

Mr. Roger Carlton  
Town Administrator  
TOWN OF SURFSIDE  
9293 Harding Avenue  
Surfside, FL 33154

POWER 1/2 = 401-9900-536-6310 = 4,462.50  
WATER 1/3 = 401-9900-536-6320 = 4,462.50  
STORM 1/3 = 404-5500-538-6310 = 4,462.50

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13,387.50

**RE: Work Authorization No. 43**  
**Public Relations and Social Networking Management for The Utility Replacement Project**  
**CGA Proposal No. 10-3815**

Dear Mr. Carlton,

Enclosed for your review and approval is Work Authorization No. 43 for Public Relations and Social Networking Management for The Utility Replacement Project. The scope of the project includes manage all public relations and social networking for the project duration.

The Scope of Services to be furnished under this Work Authorization includes Government Consulting as shown on the attached Work Authorization.

The Basis of Compensation is hourly based upon the established rates pursuant to the Professional Services Agreement between the Town and CGA, plus reimbursables, for a total not to exceed \$13,387.50.

Sincerely,

**CALVIN, GIORDANO & ASSOCIATES, INC.**

Dennis J. Giordano  
President

- Building Code Services
- Code Enforcement
- Construction Engineering & Inspection
- Construction Services
- Contract Government
- Data Technologies & Development
- Emergency Management Services
- Engineering
- Governmental Services
- Indoor Air Quality
- Landscape Architecture & Environmental Services
- Municipal Engineering Planning
- Public Administration
- Redevelopment & Urban Design
- Surveying & Mapping
- Transportation Planning & Traffic Engineering
- Utility & Community Maintenance Services

1800 Eller Drive, Suite 600  
Fort Lauderdale, FL 33316  
Phone: 954.921.7781  
Fax: 954.921.8807

www.calvin-giordano.com

## **TOWN OF SURFSIDE**

### **Public Relations and Social Networking Management for The Utility Replacement Project**

#### **PROJECT DESCRIPTION**

##### **1. SCOPE OF SERVICES**

Calvin, Giordano & Associates, Inc. will perform the following services based on our understanding of the project requirements:

##### **I. Professional Government Consulting Services**


##### **A. Public Relations Management**

1. Create an Overall Marketing Scheme For the Utility Replacement Project.
  - This Marketing Scheme will be Carried Throughout all Websites, Mailers, Social Media, Etc.
2. Create Informational Mailers for All Town Residents.
  - Mailers will Contain Project Information, Scheduling, Pictures, Marketing, and Information Regarding the "Kick-Off" Meeting.
3. Conduct Two (2) "Kick-Off" Meeting with Town Residents.
  - Meeting will Display Construction Schedule, Maps, Plans, Exhibits, and Information.
  - Meeting will Provide Residents a Chance to Ask Questions and Receive Instant Answers.
4. Provide Bi-Weekly Updates to Residents Via:
  - Project Website.
  - Channel 77.
  - Social Media Including: Facebook, Twitter and Emails.
  - Coordinate, through the Police Department, The Placement and Message on the Mobile Police Reader Boards.

##### **2. BASIS OF COMPENSATION:**

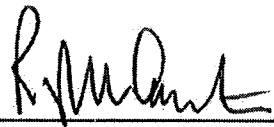
Hourly rates with an estimated fee of \$12,750.00 plus reimbursables at \$637.50 with a total not to exceed amount of \$13,387.50. Payments to be made monthly.

**3. SUBMITTED**

Submitted by:   
Dennis J. Giordano

Date: 11/18/10

**4. APPROVAL**

Approved by:   
Roger Carlton, Town Administrator

Date: 12/20/10


**TOWN OF SURFSIDE  
WORK AUTHORIZATION ESTIMATE DATE**

**WORK AUTHORIZATION NO.** 43  
**PROJECT NAME** Public Relations and Social Networking  
Management for The Utility Replacement  
Project  
CGA Proposal No. 10-3815  
**DESCRIPTION** manage all public relations and social  
networking for the project duration

TITLE	RATE	HOURS/UNITS	COST
Unit	\$850.00	15	\$12,750.00
			\$12,750.00

SUB-CONSULTANTS	COST
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**LABOR SUBTOTAL** \$12,750.00  
**REIMBURSABLE SUBTOTAL** \$637.50  
**TOTAL** \$13,387.50

Reviewed by:   
Roger Carlton, Town Administrator



**TOWN OF SURFSIDE  
PROFESSIONAL FEE SCHEDULE**

Principal	206.00
Executive Assistant	72.10

**ENGINEERING**

Associate, Engineering	180.25
Director, Engineering	154.50
Project Manager	133.90
Resident Inspector	123.60
Project Engineer	123.60
Engineer	103.00
Jr. Engineer	87.55
Senior CADD Technician	103.00
CADD Technician	82.40
Traffic Technician	77.25
Permit Administrator	77.25
Clerical	72.10

**DATA TECH DEVELOPMENT**

Associate, Data Tech Dev.	154.50
GIS Coordinator	133.90
GIS Specialist	113.30
Multi-Media 3D Developer	92.70
GIS Technician	82.40
Sr. Applications Developer	164.80
Applications Developer	123.60
Network Administration	133.90
System Support Specialist	113.30
IT Support Specialist	82.40

**CONSTRUCTION**

Associate, Construction	154.50
Construction Management Director	123.60
Senior Inspector	92.70

**EMERGENCY MANAGEMENT**

Director	133.90
Planner	92.70
Jr. Planner	77.25

**PLANNING**

Associate, Planning	154.50
Director of Planning	133.90
Planning Administrator	123.60
Assistant Director	113.30
Planner	92.70
Jr. Planner	77.25

**EXPERT WITNESS**

Principal/Associate	309.00
Registered Engineer/Surveyor	257.50
Project Engineer	206.00

**LANDSCAPE ARCHITECT**

Associate, Landscape	154.50
Senior Landscape Architect	118.45
Environmental Administrator	113.30
Landscape Architect	103.00
Environmental Specialist	92.70
Landscape CADD Technician	82.40
Environmental Assistant	72.10

**SURVEYING**

Associate, Surveying	164.80
Hydrographic Survey Crew	334.75
G.P.S. Survey Crew	144.20
Survey Crew	128.75
Senior Registered Surveyor	133.90
Survey Coordinator	87.55
CADD Technician	82.40
Submeter G.P.S	66.95

**MICROBIAL/INDOOR AIR  
QUALITY SERVICES**

Sr. Environmental Scientist	103.00
Environmental Scientist	87.55

*In addition to the hourly rates listed above, charges will include direct out-of-pocket expenses such as reproduction, overnight mail, and other reimbursables billed at a multiplier of 1.25.*

- Building Code Services
- Code Enforcement
- Construction Engineering & Inspection
- Construction Services
- Contract Government
- Data Technologies & Development
- Emergency Management Services
- Engineering
- Governmental Services
- Indoor Air Quality
- Landscape Architecture & Environmental Services
- Municipal Engineering
- Planning
- Public Administration
- Redevelopment & Urban Design
- Surveying & Mapping
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