



Economic Development Consultant – To Update the Citywide Economic Development Strategic Plan (EDSP)

Request for Proposals # PL-22-03

General Information		
Project Cost Estimate	\$150,000	See Section 1.5
Project Timeline	180 calendar days from NTP.	See Section 1.5
Evaluation of Proposals	Evaluation Committee	See Section 1.8
Virtual Non-Mandatory Pre-Bid Meeting	9:00 a.m. on June 14, 2022. The virtual non-mandatory pre-bid meeting will be live-streamed via Cisco Webex Meetings. The public is invited to attend the meeting virtually.	See Section 1.9
Question Due Date	June 20, 2022	See Section 1.9
Proposals will be accepted until	2:00 p.m. on July 5, 2022	See Section 1.9
5% Proposal Security / Bid Bond	Not Applicable	Not Applicable
100% Payment and Performance Bonds	Not Applicable	Not Applicable
Grant or Federal Funding Information	Not Applicable	Not Applicable

THE CITY OF PEMBROKE PINES
PROCUREMENT DEPARTMENT
8300 SOUTH PALM DRIVE
PEMBROKE PINES, FLORIDA 33025
(954) 518-9020

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Attachment B: Sample Insurance Certificate

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SECTION 1 - INSTRUCTIONS

1.1 NOTICE

Notice is hereby given that the City Commission of the City of Pembroke Pines is seeking sealed proposals for:

RFP # PL-22-03

Economic Development Consultant – To Update the Citywide Economic Development Strategic Plan (EDSP)

Solicitations may be obtained from the City of Pembroke Pines website at <http://www.ppines.com/index.aspx?NID=667> and on the <https://ppines.bonfirehub.com/> website.

If you have any problems downloading the solicitation, please contact Bonfire Support at Support@GoBonfire.com.

If additional information help is needed with downloading the solicitation package please contact the City's Procurement Department at (954) 518-9020 or by email at purchasing@ppines.com. The Procurement Department hours are between 7:00 a.m. - 6:00 p.m. on Monday through Thursday and is located at 8300 South Palm Drive, Pembroke Pines, Florida 33025.

The City requires all questions relating to the solicitation be entered through the "Messages" section for the specific project on the <https://ppines.bonfirehub.com/> website. Under the "Messages" section, vendors will find the "Opportunity Q&A" tab in which they can ask their specific question(s). Responses to the questions will be provided online at <https://ppines.bonfirehub.com>. Such request must be received by the "Question Due Date" stated in the solicitation. The issuance of a response via Bonfire is considered an Addendum and shall be the only official method whereby such an interpretation or clarification will be made.

Proposals will be accepted until 2:00 p.m., Tuesday, July 5, 2022. Proposals must be submitted electronically at <https://ppines.bonfirehub.com>. The sealed electronic proposals will be publicly opened at 2:30 p.m. by the City Clerk's Office, in the City Hall Administration Building, 4th Floor Conference Room located at 601 City Center Way, Pembroke Pines, Florida, 33025.

1.1.1 VIRTUAL BID OPENING

At the time of writing this notice, the City will not be opening up the physical location for public access as **City offices are closed to the public**, due to the COVID-19 Coronavirus Pandemic.

As a result, meetings may be a combination of in-person and virtual, all as provided by law. **In any event, the public is encouraged to attend the bid opening process virtually in lieu of attending the meeting in person.**



Bid openings for this project will be live-streamed from the City Clerk's Office, in the City Hall Administration Building, 4th Floor Conference Room located at 601 City Center Way, Pembroke Pines, Florida, 33025 at **2:30 PM on the bid due date**.

While recognizing the importance of public accessibility to the bid openings, and considering public health concerns, in the abundance of caution, the City is requesting that interested parties utilize live streaming as a safe way for vendors and the public to view the bid opening process in lieu of attending the meeting in person.

The public is invited to attend the meeting virtually via the Cisco Webex Meetings platform.

- Cisco Webex Meeting Number: 717 019 586
- Join by Phone Number: +1-408-418-9388

The public may download the **Cisco Webex Meetings app** from <https://www.webex.com/downloads.html/>, to view and listen to the meeting, however please make sure to mute your phone/microphone/device's audio and camera as the **public may attend the meeting but will not be allowed to comment or participate in the proceedings.**

If any member of the public requires additional information about this meeting or has any questions about how to access the meeting, please contact:

Danny Benedit, Procurement Department
 City of Pembroke Pines
 8300 South Palm Drive,
 Pembroke Pines, FL 33025
 954-518-9022
purchasing@ppines.com

1.2 PURPOSE

The City of Pembroke Pines is seeking proposals from qualified economic development consultant firms, hereinafter referred to as the Contractor, to update the Citywide Economic Development Strategic Plan (EDSP) for the City's Planning and Economic Development Department, in accordance with the terms, conditions, and specifications contained in this solicitation.

The EDSP provides a framework that aims to increase the City's tax base by enhancing the business climate and creating higher-paying jobs. The City's ultimate goal is to sustain and expand its economic base in order to provide for a high quality of life for all residents.

Ideally, the plan will set out a key set of strategies, with action items, that build upon the City's current economic asset base, identify how to overcome its challenges, facilitate the growth and expansion of existing industry and business sectors, and promote key redevelopment corridors as



integral to the City's economic future over the next 5 to 10 years. These activities will increase employment and position the City as a great place to live, learn, work, and play.

The strategies developed should address both the needs and impediments for existing business, while defining methods for attracting and growing new business areas of opportunity. Identifying and maintaining a balance between the two is necessary in a community approaching build out like the City of Pembroke Pines. Specifically, we need to address the pertinent challenges that the City faces including:

1. Small lot configuration on east side of the City creating cost issues for parcel assemblage
2. Limited availability of land
3. Limited funding sources; the City does not have a State approved Community Redevelopment Agency or special taxing districts
4. Little data on current economic base - Much of the data available is inconsistent and needs to be researched to clearly identify industries in the City of Pembroke Pines
5. Lack of diversity in current economic base, i.e. strictly retail based economy.
6. Maintaining a high quality of life

In preparing the EDSP, other relevant City, County and Regional plans and initiatives shall be reviewed and incorporated into the EDSP. These plans/initiatives include, but are not limited to the following:

- The South Florida Regional Planning Council's 2012-2017 Comprehensive Economic Development Strategy
- The Southeast Florida Regional Partnership's Seven50 Plan
- The Broward County Six Pillars Community Strategic Plan
- The Broward MPO Long Range Comprehensive Plan 2045
- The Southeast Florida Regional Climate Change Compact
- The City of Pembroke Pines Comprehensive Plan
- The City of Pembroke Pines Streetscape Design Guidelines
- City Plans and Programs

For the purposes of creating the EDSP, in addition to the City, County, and Regional analysis, three sub geographic areas will be analyzed:

- East District: Bound on the west by Palm Avenue east to the municipal boundary.
- Central District: Bound on the east by Palm Avenue, west to Interstate 75.
- West District: Bound on the east by Interstate 75 west to the municipal boundary.

1.3 BACKGROUND

The City of Pembroke Pines, in Broward County, Florida, was incorporated in 1960 and encompasses an area of approximately 35 square miles and a population of approximately 171,178. The community is primarily residential, with small concentrations of light industrial, commercial and some agricultural property within the corporate limits. The City is bound on the east by the Florida Turnpike and portions of the City of Hollywood and is bound on the west by the Florida Everglades.



The City is approaching buildout with opportunities for development of vacant property are becoming rare. The City continues to see initial reinvestment in the eastern side of the City. This reinvestment is typically in the form of remodeling of existing structures, though recently the City has witnessed some buildings being torn down and redeveloped. Many buildings in the east are approaching 40 years in age, thus qualifying them for re-inspection under the Florida Building Code. It is likely that this inspection process, the recent increase in property values in South Florida, and the scarcity of vacant land within the City will result in further larger redevelopment opportunities.

The City is approaching buildout of the City Center project with just a few parcels under development review. Upon completion, City Center will feature more than 160 acres of community facilities for residential, commercial, medical, and office uses.

In 2014, the City of Pembroke Pines approved their first Economic Development Strategic Plan (EDSP). The plan provided the Commission and residents with an overview of the City's demographics as well as strategies the City should consider to increase its business climate and economic vitality. The EDSP has shaped many of the current programs and policy decisions related to City operations.

The EDSP and City acknowledged that the City would need to update the document from time to time as the City continues to grow, and new challenges to its economic vitality arise.

1.4 SCOPE OF WORK/PLAN COMPONENTS

The Economic Development Strategic Plan will contain several components that aim to further improve the City's economy:

1. Economic Profile of the City
 - a. History
 - b. Demographics
 - c. Housing
 - d. Education
 - e. Employment
2. Market Analysis and Assessment (vacancy, rental rates, absorption)
 - a. Retail
 - b. Office
 - c. Industrial
 - d. Specialty (Healthcare)
 - e. Residential



3. Community Assessment
 - a. Future Land Use
 - b. Zoning
 - c. Housing
 - d. Redevelopment
 - e. Code of Ordinances
4. Evaluation of City Real Estate Transactions - Timeframe – 2011 to 2022
 - a. Land Use and Diversification
 - b. Tax Analysis and Financial Impacts
5. Overlap and support with other City plans or policies
 - a. Green Plan
 - b. Parks and Recreation Master Plan
 - c. Public Art Master Plan
 - d. Procurement Code and Policies
 - e. Transportation Master Plan
6. Labor and Workforce Assessment
7. Benchmarks
8. Incentives and Funding Opportunities
9. Outside Review of 2014-2019 EDSP
10. Stakeholder Participation
11. Action Plan Considerations

1.4.1 ACTION PLAN CONSIDERATIONS

a. Building a Green Economy

1. Evaluate how the City could participate in the Green Economy including identifying Green Opportunities for Green New and Emerging Jobs, Green Enhanced Skills Jobs and, Green Increased Demand Jobs.
2. Identify emerging subsectors to create localized conversations about those emerging sectors. Including employment opportunities for Clean and Renewable Energy Sectors.
3. Identify mechanisms, techniques and methods used by industries in Pembroke Pines aimed to clean environment and conservation practices.
4. Employer engagement in green workforce development.



5. Support educational institutions in their initiatives to develop a workforce for a sustainable economy.
6. Green Business Data Bank to identify prime green sectors and factors of success.

b. Economic Resiliency

1. Comprehensive planning efforts that incorporate a vision for resilient industries and technologies.
2. Implement efforts to diversify the industrial base.
3. Promoting business continuity by ensuring businesses understand vulnerabilities and strengths.
4. Identify national and regional comparative differentiators for the City; develop strategies for recruitment of national companies as well as support for local entrepreneurs and businesses that simultaneously support diversity and inclusion.
5. Identify areas near employment centers, technology and industrial districts that may be viable for workforce housing.
6. Examine pre and post COVID economy.

c. Redevelopment

1. Examine and identify areas that are prime for redevelopment.
2. Identify strategies and policies to encourage or incentivize redevelopment of aged or bypassed properties possibly for workforce or attainable housing.
3. Identify development and redevelopment opportunities within the City and develop a prioritization ranking relating to various evaluation factors.
4. Identify lower cost opportunity sites to allow for small scale projects.
5. Expand the use of the PD-SL Zoning District to guide redevelopment efforts and investment east of I-75.

d. Create Economic Diversity

1. Identify industries that could thrive based on current infrastructure.
2. Consider the creation of specialized districts to target sectors (such as healthcare, technology.)
3. Support collaboration and position among cities in the South Broward Region, and local entities toward the City's economic vision.
4. Develop and implement a regional strategy to develop talent and creativity clusters using traditional and new best practices.
5. Strengthen City's economic areas and connect resources across the region to build Pembroke Pines as a competitive location for businesses in Broward's Southwest Region.
6. Position Pembroke Pines as a regional hub for trade, visitors, talent, innovation, and investment. Look to identify businesses that may support businesses in the region.
7. Guide the South Broward Region in economic growth and prosperity.



e. Small Business, Shop Local and Entrepreneurship

1. Examine and identify programs available to small business.
2. Small business entrepreneurship assistance and opportunities.
3. Examine and identify impediments to small businesses.
4. Programming and events for small business support and their development.
5. Identify best practices for “shop local” programs or concepts that support local businesses.
6. Support an entrepreneurship and innovation ecosystem and collaborate with regional partners to market Pembroke Pines to target industries.
7. Educate the business community of available programs and financing options.
8. Procurement and local preference.

1.5 PROJECT COST ESTIMATE & TIMELINE

The City has established an estimated cost for this project of \$150,000.

Work shall be completed within 180 calendar days from issuance of CITY’s Notice to Proceed. The estimated start date will be determined after City Commission acceptance of the intended contract awardee and will be provided to the vendor at that time.

1.6 PROPOSAL SUBMISSION

The <https://ppines.bonfirehub.com> website allows for vendors to complete, scan and upload their documents as part of the proposer’s submittal on the website. Proposals should be formatted as follows:

1.6.1 Proposal Requirements

Prospective proposers interested in responding to this solicitation are requested to provide all of the information listed in this section. Submittals that do not respond completely to all of requirements specified herein may be considered non-responsive and eliminated from the process. Brevity and clarity are encouraged.

Tab 1 - Experience and Ability (25 points):

The relative experience and qualification of each applicant’s proposed team, with respect to the project scope, will be judged and a relative rating assigned. This parameter expresses the general and specific project-related capability of the team and indicates the adequate depth and abilities of the organization which it can draw upon as needed. This will include management, technical, and support staff. Major consideration will be given to the successful completion of previous projects comparable in design, scope, and complexity.

1. Describe the specialized experience and technical competence of the firm or persons with respect to working on similar projects.



2. A minimum of two (2) years of experience. Please provide proof of such experience.
3. The firm or person's must provide information on their proximity to and familiarity with the area in which the project is located.
4. Please describe the past record of performance of the firm or person with respect to accessibility to clients, ability to meet schedules, communication and coordination skills.
5. Identify the contact person and supervisory personnel who will work on the various projects, including the relative experience of all professionals proposed for use on the team.
6. Provide resume(s) of key persons to be assigned to the project with emphasis on their experience with similar work.
7. Provide resume(s) of the on-site staff to be assigned to the project with emphasis on their experience with similar work.
8. Resumes should list qualifications, including education, experience, honors and awards received, and professional associations of which the firm and/or its personnel are members.
9. Explain the ability and experience of the field staff with specific attention to project related experience.

Tab 2 - Previous Experience (25 points):

Provide specific examples of similar contracts delivered by the proposed team members. Provide details on related projects (preferably where the team was the same). References should be from the last five years and should be capable of explaining and confirming your firm's capacity to successfully complete the scope of work outlined herein. As part of the proposal evaluation process, the City may conduct an investigation of references, including a record check or consumer affairs complaints. Proposers' submission of a proposal constitutes acknowledgment of the process and consent to investigate. The City is the sole judge in determining Proposers qualifications.

Tab 3 - Firm's Understanding and Approach to the Work (25 points):

The understanding that the applicant and consultants demonstrate as to the requirements and needs of the project, including an evaluation of the thoroughness demonstrated in analyzing and investigating the scope of the project.

1. Provide a narrative statement demonstrating an understanding of the overall intent of this solicitation, as well as the methods used to complete assigned tasks.
2. Please clearly describe all aspects of the project proposed.
3. Include details of your approach and work plans.
4. Identify any issues or concerns of significance that may be appropriate.



5. A brief statement must be included which explains why your proposal would be the most effective and beneficial to the City of Pembroke Pines.

Tab 4 – Project Cost (25 points):

1. Contact Information Form

- a. the vendor will enter their contact information and complete the proposal checklist. The Contact information form shall be electronically signed by the contact person authorized to represent the contractor. This form must be completed and submitted through <https://ppines.bonfirehub.com/> as part of the proposer's submittal.
- b. The vendor must provide their pricing through the designated lines items listed on the Bonfire website.
- c. Please note vendors should be registered on Bonfire under the name of the organization that they are operating as and it should match the organization name on the documents that they are submitting and utilizing when responding to the solicitation.
- d. The contact information form should contain an electronic signature of the authorized representative of the Proposer along with the address and telephone number for communications regarding the Proposal.

Tab 5 – Other Completed Documents:

1. Attachment A: Non-Collusive Affidavit

1.6.2 Additional Information

Please provide any additional information that you deem necessary to complete your proposal in this section, if it has not been requested in another section.

1.7 VENDOR REGISTRATION DOCUMENTS

The <https://ppines.bonfirehub.com/> website will allow vendors to update their information and documents on an as-needed basis. This process is intended to make the bidding process easier for vendors that bid on multiple City projects. This process will allow vendors to complete and submit the following standard forms and documents at any time prior to bidding on a project. In addition, the vendors will be able to utilize these same forms without the need to re-fill and re-submit the forms each time they bid on a City project. In the event that the City does not have one of the forms or documents listed below for your company, the City may reach out to your company after the bid has closed to obtain the document(s).

Furthermore, please make sure to update this information on an as-needed basis so that all pertinent information is accurate, such as local business tax receipts, and any other relevant information.



The following documents can be completed prior to the bidding process through the <https://ppines.bonfirehub.com/> website and do not need to be attached to your submittal as the Bonfire website will automatically include it.

1.7.1 Vendor Information Form

1.7.2 Form W-9 (Rev. October 2018)

- a. Previously dated versions of this form will delay the processing of any payments to the selected vendor.

1.7.3 Sworn Statement on Public Entity Crimes Form

1.7.4 Local Vendor Preference Certification

1.7.5 Local Business Tax Receipts

1.7.6 Veteran Owned Small Business Preference Certification

- a. If claiming Veteran Owned Small Business Preference Certification, business must attach the “Determination Letter” from the United States Department of Veteran Affairs Center for Verification and Evaluation notifying the business that they have been approved as a Veteran Owned Small Business (VOSB).
- b. The Veteran Owned Small Business Preference Certification form must be completed by/for the proposer; the proposer **WILL NOT** qualify for Veteran Owned Small Business Preference based on their sub-contractors’ qualifications.

1.7.7 Equal Benefits Certification Form

1.7.8 Vendor Drug-Free Workplace Certification Form

1.7.9 Scrutinized Company Certification

1.7.10 E-Verify System Certification Statement

- a. Effective January 1, 2021, pursuant to Section 448.095, Florida Statutes, the City may not enter into a contract with a vendor/contractor/subcontractor unless that vendor/contractor/subcontractor is registered with and uses the E-Verify system administered by the U.S. Department of Homeland Security (“DHS”).
- b. Contractor shall also require all subcontractors to provide an affidavit attesting that the subcontractor does not employ, contract with, or subcontract with, an unauthorized alien. The Contractor shall maintain a copy of such affidavit for the duration of the contract.



1.8 EVALUATION OF PROPOSALS & PROCESS OF SELECTION

- A. Staff will evaluate all responsive proposals received from proposers who meet or exceed the bid requirements contained in the RFP. Evaluations shall be based upon the information and references contained in the proposals as submitted. **As such, the Proposal should be as comprehensive as possible; clearly describing the details of services that the Proposer intends to provide.**
- B. The City will convene an Evaluation Committee and brief its members on the scope of the project and the services required. The Evaluation Committee will evaluate proposals based on the following criteria

Criteria	Points
Experience and Ability	25 points
Previous Experience / References Form	25 points
Firm's Understanding and Approach to the Work	15 points
Project Cost	30 points
Local Vendor Preference/ Veteran Owned Small Business Preference*	5 points
Total Points	100 points

**Please note that the Local Vendor Preference is used to evaluate the submittals received from proposers and are assigned point totals, a preference of five (5) points of the total evaluation point shall be given to the Local Pembroke Pines Vendor(s); a preference of two and a half (2.5) points of the total evaluation point shall be given to the Local Broward County Vendor(s), all other vendors shall receive zero (0) points. Vendors must submit the attached Local Vendor Preference Certification Form in order to qualify for these evaluation points.*

Veteran Owned Small Business (VOSB) is also used to evaluate the submittals received from proposers and are assigned point totals, a preference of two and a half (2.5) points of the total evaluation point shall be given to the Veteran Owned Small Businesses. Vendors must submit the attached Veteran Owned Small Business Preference Certification Form in order to qualify for these evaluation points.

All other vendors shall receive zero (0) points.

- C. The Evaluation Committee shall have the option to short-list the proposers based on the criteria listed above. In addition, the Evaluation Committee may schedule a meeting for the firms to make presentations and answer questions of clarification as part of its evaluation. As part of this process, the firms shall have officials of the appropriate management level present and representing the firm. The project manager should be available. The firm shall be prepared to present an overall briefing regarding the manner in which the contractual obligations will be accomplished.



- D. The Evaluation Committee will make a recommendation to the City Commission for award of contract. The contract shall be awarded to the most responsive/responsible proposer whose proposal is determined to be the most advantageous to the City taking into consideration the evaluation criteria.

1.8.1 SCORING FOR PROJECT COST CRITERIA

The Evaluation Committee will utilize the following when calculating the weighted score of each vendor related to the **Project Cost** criteria.

The **Project Cost** for each proposer will be multiplied against the City's estimated amounts, to determine the Proposal amounts for each proposer.

Then the **Lowest Proposal** will be divided by **Proposer "X" Cost Proposal** times the **Maximum Available Points for the Pricing Criteria = Proposer "X" Cost Score**.

Example:

Firm "A" cost proposal is \$10,000 and is the lowest cost proposal

Firm "B" cost proposal is \$15,000

Firm "C" cost proposal is \$20,000

Maximum Points Available for the "Project Cost" criteria: 25

Calculation:

Firm "A": Lowest price and receives 25 points

Firm "B": $\$10,000/\$15,000 \times 25 \text{ points} = 16.67 \text{ points}$

Firm "C": $\$10,000/\$20,000 \times 25 \text{ points} = 12.50 \text{ points}$

1.9 TENTATIVE SCHEDULE OF EVENTS

Event	Time &/or Date
Issuance of Solicitation (Posting Date)	June 7, 2022
Virtual Non-Mandatory Pre-Bid Meeting	9:00 a.m. on June 14, 2022
Question Due Date	June 20, 2022
Anticipated Date of Issuance for the Addenda with Questions and Answers	June 23, 2022
Proposals will be accepted until	2:00 p.m. on July 5, 2022
Proposals will be opened at	2:30 p.m. on July 5, 2022
Evaluation of Proposals by Staff	TBD
Recommendation of Contractor to City Commission award	TBD
Issuance of Notice to Proceed	TBD



Project Commencement	Not later than 10 days after NTP
Project Completion	180 days after NTP

1.9.1 VIRTUAL NON-MANDATORY PRE-BID MEETING / SITE VISIT

The non-mandatory scheduled pre-bid meeting for this project will be live-streamed from the Public Services Building, Large Conference Room, located at 8300 S. Palm Drive, Pembroke Pines, FL 33025 on **June 14, 2022 at 9:00 a.m.**

While recognizing the importance of public accessibility to the meeting, and considering public health concerns, in the abundance of caution, the City is requesting that interested parties utilize live streaming as a safe way for vendors and the public to participate in the meeting in lieu of attending the meeting in person.

The public is invited to attend the meeting virtually via the Cisco Webex Meetings platform.

- WebEx Meeting Link: <https://ppines.webex.com/meet/purchasing>
- Cisco Webex Meeting Number: 717 019 586
- Join by Phone Number: +1-408-418-9388

The public may download the **Cisco Webex Meetings app** from <https://www.webex.com/downloads.html/>, to view, listen and participate in the meeting.

If any member of the public requires additional information about this meeting or has any questions about how to access the meeting, please contact:

Danny Benedit, Procurement Department
 City of Pembroke Pines
 8300 South Palm Drive,
 Pembroke Pines, FL 33025
 954-518-9022
purchasing@ppines.com

Contractors may be required to sign in at any of the meetings to show proof of attendance. It is the vendor's responsibility to make sure that they sign in at the meeting.

1.10 SUBMISSION REQUIREMENTS

Bids/proposals **must be submitted electronically** at <https://ppines.bonfirehub.com/> on or before 2:00 p.m. on July 5, 2022.



Please note vendors should be registered on Bonfire under the name of the organization that they are operating as and it should match the organization name on the documents that they are submitting and utilizing when responding to the solicitation.

The vendor must provide their information through the designated lines items listed on the Bonfire website. In addition, the vendor must complete any questionnaires on the Bonfire website and provide any additional information requested throughout this solicitation. Any additional information requested in the solicitation should be scanned and uploaded.

The City recommends for proposers to submit their proposals as soon as they are ready to do so. Please allow ample time to submit your proposals on the <https://ppines.bonfirehub.com> website. Proposals may be modified or withdrawn prior to the deadline for submitting Proposals. Bonfire Support is happy to help you with submitting your proposal and to ensure that you are submitting your proposals correctly, but we ask that you contact Support@GoBonfire.com with ample time before the bid closing date and time.

PLEASE DO NOT SUBMIT ANY PROPOSALS VIA MAIL, E-MAIL OR FAX.