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RFP PL 18 06
Digital Signage Fabrication and Installation

CITY OF PEMBROKE PINES, FL
EVALUATION COMMITTEE

April 30, 2019

The meeting of the Evaluation Committee ("Committee") for RFP PL 18 06 Digital Signage Fabrication and Installation was called to order by Mark Gomes at 3:20 P.M. on Tuesday, April 30, 2019, in the Conference Room of the Engineering Division, Public Services, 8300 South Palm Drive, Pembroke Pines, Florida, 33025.

Present to wit: Evaluation Committee: Members Giraldo Hernandez, Matthew Kefford, Karl Kennedy, Christina Sorensen, Joseph Yaciuk. Also Present: Mark Gomes, Purchasing Director, Gabriel Fernandez, Purchasing Manager, Telice Gillom, Project Staff, Tom Graboski, Consultant, Assistant City Attorney Jacob Horowitz, and Board Secretary Katherine Borgstrom.

Mark Gomes, Purchasing Director, presented the purpose of the meeting, which is for the Committee to publicly review and rank proposed vendors for PL 18 06 Digital Signage Fabrication and Installation. He also explained the new scoring process for evaluation purposes and the provided notes section for evaluators to give reasons for their ranking. Mr. Gomez explained that the Purchasing Department would now deem non-responsive any vendors who do not submit the required documents requested in the bid proposals, so that the evaluation committee will not have to make that motion. The following vendors have been deemed non-responsive due to not returning all the required documents in the bid package: The Sign Gallery, LLC and sign Acquisition, LLC

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DBA American Interstate Signcrafters. After consideration and ranking of the vendors, the scores for all proposals will be tabulated and each proposal will be ranked.

A motion by Member Yaciuk, seconded by Member Kefford for Christina Sorensen to be elected as Chairman passed unanimously.

Members discussed the difficulty of proceeding to scoring as there are several different products, beside the RFP requested Daktronics, and it is difficult to know if the products are comparative. Members requested the Consultant to weigh in on the different products. The following vendors and their sign brand were discussed: Imperatives Inc. uses UNILUMIN; Dowling Construction Company uses WATCHFIRE; Don Bell Signs LLC uses DAKTRONICS; and the alternative offered by Don Bell Signs LLC uses VANTAGE.

The Consultant's information included that the Vantage product, offered by Don Bell would be comparable; the company is California based, with representative in Fort Walton, most of the hardware is produced in China, Taiwan or Korea and the software is produced in California. They are new to market, Broward Schools have used this product throughout the county. Dowling is a provider for Watchfire, but they do not produce the product. The Imperative product is not well known, it is a company from China and most of their installations, as shown on their website, appear to be interior.

Members also requested Consultant speak to resolution and cause and effect of elements on longevity of products. Consultant related that 10mm would be a better, higher resolution or 15.85mm. Also have to consider how sign will be

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viewed – whether passing by on street, from vehicle, or walking by from sidewalk. Most of the viewing of any sign will be from approximately 30 feet, so higher resolution would contribute to ease in reading sign. To the matter of longevity, the Consultant spoke about weather, extreme heat temperatures, exposure to sun verses shaded position, plus the sign produces some heat from the lights and that the brightness needs to be set high enough to be read during daylight. Consultant related that only one product gives a seven year warranty, all the others are only for one year on hardware and software.

Members discussed the need to have panels on hand for more responsive repairs and replacements and discussed responses of companies as to how quickly they would be able to respond to repair issues. Members discussed that they have many questions concerning items from the vendors that they would like to ask and that they would prefer to have an onsite demonstration of each product, side by side, daytime and nighttime. The issue that each vendor has a different software that would make it only available to their product, thus later purchases of additional signage may require purchase from same vendor so that software works on all products.

A motion was made by Member Kefford, seconded by Member Sorensen, to have the three vendors deemed responsive bring a presentation of a 10mm real time signage product, to be on site for two days, presentation will include a software presentation and question and answer period; and that the demo sign should be a minimum of 4' by 6'. Motion passed unanimously.

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By consensus of the Committee stated the demo should be within thirty days and the City IT department will produce a program to be displayed on the signage for demo purposes.

Members asked about the notes page of the scoring sheets and Mark Gomes stated that they were not required to have notes concerning their scoring, but that the Commission has brought this forward in the workshop that notes would assist the Commissioners in understanding the individual scoring of the members, with the middle scoring possibilities probably needing explanation by member as to how they came to that score.

A motion by Member Kefford, seconded by Member Kennedy to adjourn passes unanimously at 4:23 P.M.

Respectfully submitted,

Katherine Borgstrom
Board Secretary