



City of Pembroke Pines, FL

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Agenda Request Form

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**Agenda
Section:**

In Control: City Commission

File Created: 07/25/2019

Short Title:

Final Action: 08/07/2019

Title: MOTION TO APPROVE THE FINDINGS AND RECOMMENDATION OF THE EVALUATION COMMITTEE AND TO AWARD PL-18-06 "DIGITAL SIGNAGE FABRICATION AND INSTALLATION" TO DOWLING CONSTRUCTION COMPANY AND TO DIRECT THE CITY MANAGER TO NEGOTIATE A CONTRACT FOR SERVICES.

***Agenda Date:** 08/07/2019

Agenda Number: 15.

Internal Notes:

Attachments: 1. PL-18-06 Bid Tabulation, 2. PL-18-06 Evaluation Committee Conflict of Interest Forms, 3. 4-30-2019 Meeting Minutes, 4. 6-20-2019 Meeting Minutes, 5. 6-20-2019 Meeting Summary Rankings and Score Sheets, 6. Submittal from Dowling Construction Company, 7. PL-18-06 - Digital Signage Fabrication and Installation

1 City Commission 08/07/2019 approve Pass
Action Text: A motion was made to approve on the Consent Agenda
Aye: - 5 Mayor Ortis, Commissioner Castillo, Vice Mayor Schwartz,
Commissioner Siple, and Commissioner Good Jr.
Nay: - 0

SUMMARY EXPLANATION AND BACKGROUND:

1. On February 6, 2019, the City Commission authorized the advertisement of PL-18-06 "Digital Signage Fabrication and Installation", which was advertised on February 12, 2019.

2. The purpose of this solicitation was to find a qualified firm to provide programmable digital message center board signs to display digital messages communicating information to the public about events and potential emergency situations within the City of Pembroke Pines and surrounding areas.

3. On March 26, 2019, the City opened six (6) proposals from the following vendors:

Vendor Name

Imperatives, Inc. (Alternate)
Dowling Construction Company (Alternate)
The Sign Gallery, LLC
Sign Acquisitions LLC dba Interstate Signcrafters
Don Bell Signs, LLC
Don Bell Signs, LLC (Alternate)

4. On April 30, 2019, the City convened an evaluation committee to evaluate the qualifications of the proposers based on the weighted criteria provided for in the solicitation documents and listed below:

- Experience and Ability (35%)
- Relevant Similar Projects (25%)
- Firm's Understanding and Approach to the Work (30%)
- Project Cost (5%)
- Local Vendor Preference/Veteran Owned Small Business Preference (5%)

5. At the time the proposals were tabulated, the Procurement Department deemed the proposals from The Sign Gallery, LLC and Sign Acquisitions, LLC dba Interstate Signcrafters as non-responsive for failure to submit multiple sections with their proposal that had been specifically stated as scored categories in the "Proposal Requirements" of the solicitation.

6. At the April 30, 2019, meeting, the evaluation committee discussed the difficulty of proceeding to scoring as there were several different brands of products being offered in the proposals received besides the brand requested in the solicitation (Daktronics), and it was difficult to know if the products are comparative. The committee unanimously passed a motion to have a second meeting in which the three vendors deemed responsive would do a demonstration on site for 48 hours of a 10mm real time signage product, and also give a presentation to the committee that included a software demonstration followed by a question and answer period.

7. On June 20, 2019, the evaluation committee convened the second meeting to view the vendor presentations and score/rank the responsive proposals.

8. At the June 20, 2019, meeting, after viewing the responsive vendors' presentations, the evaluation committee ranked the vendors as shown below:

Rank	Vendor Name
1	Dowling Construction Company (Alternate)
2	Don Bell Signs, LLC
3	Don Bell Signs, LLC (Alternate)
4	Imperatives, Inc. (Alternate)

9. Based on the scoring results, the evaluation committee unanimously approved a motion to recommend the City Commission to award PL-18-06 "Digital Signage Fabrication and

Installation" to the first ranked vendor, Dowling Construction Company, and to direct the City Manager to negotiate a contract for services.

10. Dowling Construction Company has also completed the Equal Benefits Certification Form and has stated that the "Contractor will comply with the conditions of this section at the time of contract award."

11. Request Commission to approve the findings and recommendation of the evaluation committee and to award PL-18-06 "Digital Signage Fabrication and Installation" to Dowling Construction Company, and to direct the City Manager to negotiate a contract for services.

FINANCIAL IMPACT DETAIL:

a) Initial Cost: None at this time. A negotiated contract will be brought back to the Commission, and executed by the vendor.

b) Amount budgeted for this item in Account No: Funds are available in account # 320-541-6003-677-63995-6 (Improvements - Landscaping). This account also included lighting and streetscape projects.

c) Source of funding for difference, if not fully budgeted: Not Applicable.

d) 5 year projection of the operational cost of the project: Not Applicable.

e) Detail of additional staff requirements: Not Applicable.