



Broward County

Legislation Details (With Text)

File #: 22-1330 **Version:** 1

Status: Agenda Ready

In control: TRANSPORTATION DEPARTMENT

On agenda: 9/20/2022 **Final action:** 9/20/2022

Title: MOTION TO APPROVE Third Amendment with Vector Media Holding Corporation d/b/a Vector Media Transit LLC for the Transit Advertising Program, RFP No. V2112712P1, extending the term of the agreement on a month-to-month basis not to exceed one year (October 31, 2023) to complete the current solicitation process.

Sponsors: TRANSPORTATION DEPARTMENT

Indexes: Established Commission Goals

Code sections:

Attachments: 1. Exhibit 1 - Third Amendment

Date	Ver.	Action By	Action	Result
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Broward County Commission Regular Meeting
Director's Name: Tim Garling (Deputy General Manager)
Department: Transportation

Information

Requested Action

MOTION TO APPROVE Third Amendment with Vector Media Holding Corporation d/b/a Vector Media Transit LLC for the Transit Advertising Program, RFP No. V2112712P1, extending the term of the agreement on a month-to-month basis not to exceed one year (October 31, 2023) to complete the current solicitation process.

Why Action is Necessary

In accordance with the Broward County Procurement Code, Section 21.53.a, unless otherwise provided by law, no County contract duration shall exceed five years without the express approval of the Board.

What Action Accomplishes

Provides for the continuation of the County's revenue-generating Transit Bus Advertising Program on a month-to-month basis while the County finalizes the negotiation process with the most qualified firm and completes the current solicitation process.

Is this Action Goal Related

Yes

Previous Action Taken

April 4, 2017, Item 19
 October 5, 2021, Item 40

April 26, 2022, Item 8

Summary Explanation/Background

THE TRANSPORTATION DEPARTMENT AND PURCHASING DIVISION RECOMMEND APPROVAL OF ABOVE MOTION

This item supports the Board's value of "Cooperatively delivering an efficient and accessible regional intermodal transportation network."

On October 5, 2021, Item 40, the Board approved Request for Proposals (RFP) No. TRN2122974P1, Transit Advertising Program, for the Broward County Transportation Department (BCT) to provide revenue-generating advertising services for BCT buses and facilities in a manner acceptable to the County. On April 26, 2022, Item 8, the Board approved the Second Amendment to the agreement extending the term of the agreement on a month-to-month basis not to exceed six months through October 31, 2022, to complete the RFP solicitation process. On May 9, 2022, HFT Management, Inc., d/b/a Gateway Outdoor submitted a formal bid protest accompanied with the required bid protest filing fee in response to the Final Ranking Recommendation. On May 12, 2022, the Director of Purchasing denied the protest and on May 23, 2022, Gateway Outdoor submitted an appeal. In accordance with the Broward County Procurement Code, Section 21.88, Purchasing contacted the State of Florida Division of Administrative Hearings (DOAH) for assignment of an Administrative Law Judge (ALJ) to preside over an appeal hearing. The appeal hearing was held on July 18, 2022, and all parties to the appeal have an opportunity to submit a proposed final order by September 6, 2022. Subsequently, the final written order including the ALJ's findings of fact has not been issued.

This Third Amendment allows for a month-to-month extension at the current rate of compensation (\$103,867 minimum guarantee per month), to ensure the continuation of the County's revenue-generating Transit Advertising Program while the replacement solicitation process is completed.

Source of Additional Information

Tim Garling, Deputy General Manager, 954-357-8424

Fiscal Impact

Fiscal Impact/Cost Summary

The current revenue generating contract with Vector Media has a monthly minimum guarantee of \$103,867.