



Broward County

Legislation Text

File #: 20-2335, Version: 1

Broward County Commission Regular Meeting

Director's Name: George Tablack

Department: Finance and Administrative Services **Division:** Purchasing

Information

Requested Action

MOTION TO APPROVE Request for Proposals (RFP) No. TRN2122974P1, Transit Advertising Program, for the Broward County Transportation Department.

Why Action is Necessary

In accordance with the Broward County Procurement Code, Section 21.33, Issuance of Competitive Solicitations, Board approval is required prior to advertisement of RFPs, RLIs, and RFQs with an anticipated total value of more than \$500,000.

What Action Accomplishes

Approves a Request for Proposals solicitation to engage a qualified firm to provide advertising services for the Broward County Transportation Department buses and other designated areas in a manner acceptable to the County.

Is this Action Goal Related

Yes

Previous Action Taken

None.

Summary Explanation/Background

THE PURCHASING DIVISION AND THE TRANSPORTATION DEPARTMENT RECOMMEND APPROVAL OF THE ABOVE MOTION.

This item supports the Board's Value of "Cooperatively delivering an efficient and accessible regional intermodal transportation network" and its corresponding Goal to "Support the development, design and construction of sustainable, multi-modal transportation facilities throughout the County, to meet the demands of residents, travelers, and businesses."

The Office of Economic and Small Business Development (OESBD) determined that this project will not contain goals for County Business Enterprise (CBE), although federal dollars are applicable (Exhibit 2). In order for the Transportation Department to receive credit for utilization of Disadvantage Business Enterprise (DBE) firms on this project, participating firms must be certified as a DBE according to federal requirements.

The purpose of this solicitation is to provide revenue-generating advertising services for Broward

County Transportation Department buses and other designated areas in a manner acceptable to the County. The selected firm will furnish all labor, materials, equipment, services, and incidentals to select a firm to provide advertising services that generate revenue from the sale of commercial advertising on vehicles and facilities in a manner acceptable to the County. The duration of services will be approximately five years.

The Request for Proposals (RFP) method of procurement was selected for this project to best serve the County with additional evaluation criteria other than price alone. The RFP method provides for predefined evaluation criteria for ranking of firms based upon the required specialized technical expertise. Proposers are required to determine the best method to accomplish the specialized services (Exhibit 1).

The County Auditor's Office has reviewed the RFP and all matters have been addressed.

Source of Additional Information

Brenda J. Billingsley, Director, Purchasing Division, (954) 357-6070

Fiscal Impact

Fiscal Impact/Cost Summary

There is no fiscal impact.

RQM No. MTD0006693