



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#17-0610

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: October 3, 2017

TITLE: Motion to Reject All Proposals for Wayfinding Signage and Marketing
Services

Recommendation

It is recommended that the City Commission reject all proposals received in response to Request for Qualifications (RFQ) 871-11803 Wayfinding Signage and Marketing Services and find that the public interest will be served thereby.

Background

The City of Fort Lauderdale solicited a Request for Qualifications (RFQ) from qualified professional firms to help the Transportation and Mobility Department, Parking Services Division meet the following goals:

- A. Make public parking operations more user-friendly in our on-street meter parking, surface lots, and parking garage structures; enhance the ease to park and patron interface;
- B. Improve public access to our public parking spaces and facilities;
- C. Enhance the interior design of parking garage structures to create a more welcoming environment;
- D. Enhance the City's sustainability efforts through use of green products and practices;
- E. Create a greater alignment between the visitor experience in the downtown area and parking. In most instances, parking is the first and last impression that visitors experience when in the downtown area.

The background of the solicitation process includes the following:

- November 2, 2016 – RFQ 871-11803 was issued for Wayfinding Signage and Marketing.
- December 15, 2016 – The RFQ closed with a total of four firms submitting proposals.
- January 9, 2017 - The evaluation committee consisting of three committee members – Frank Castro III - Parking Services Manager, Alexandra Saiz – Project Manager I, Carlton Harrison – Assistant Airport Manager, and two observers, Jeff Davis – Assistant Parking Services Manager, and Jovan Douglas - Parking Operations Supervisor, met with Laurie Platkin, Procurement Specialist II, to

evaluate and rank the firms based on the below evaluation criteria:

EVALUATION CRITERIA	WEIGHT
ABILITY TO MEET OBJECTIVES	
Understands the Scope of the Project	20%
Meets Technical Specifications	10%
Use of Sustainable Material	10%
QUALIFICATIONS	
Positive Reference Checks and Referrals	10%
Acceptable Portfolio Displaying Graphics and Marketing	5%
Extent of Experience in Working in Municipal Garages	20%
Previous Projects Completed	25%
TOTAL PERCENT AVAILABLE:	100%

All four firms were deemed responsive and it was determined that all would give oral presentations. Separate pricing envelopes from each firm were then opened, read aloud, and submitted to the committee.

- On January 18, 2017, all four firms provided presentations to the review committee.
- On January 24, 2017, the final tabulation of the review committee scoring ranked the four firms as follows:
 1. Pictoform
 2. Merje Environments & Experiences
 3. Kerestes-Martin Associates, Inc., dba KMA Design
 4. FRCH Design Worldwide

Upon a thorough review of the solicitation and intended award, staff determined that revisions to the solicitation would be in the best interest of the City. As such, the solicitation documents are being revised to ensure all creative solutions for both design and manufacturing of wayfinding signage and marketing services may be considered. As a result, the Finance Department and Procurement staff determined it is in the City's best interest to reject all proposals to pursue the issuance of another solicitation.

Resource Impact

There is no fiscal impact to the City associated with this action.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Internal Support Cylinder of Excellence, specifically advancing:

- Goal 12: Be a leading government organization, managing resources wisely and sustainably.
 - Objective 1: Ensure sound fiscal management.

This item advances the *Fast Forward Fort Lauderdale Vision Plan 2035: We are Here*.

Attachment

Exhibit 1 – Final Ranking Tabulation

Prepared By: Frank Castro III, Transportation and Mobility
Laurie Platkin, Finance
Linda Blanco, Finance

Department Directors: Diana Alarcon, Transportation and Mobility
Kirk Buffington, Finance