



## Memorandum

**Date:** September 12, 2025

**To:** Glenn Marcos, Chief Procurement Officer/ Assistant Finance Director

**From:** Yesenia Pascual, Sr. Procurement Specialist

**Re:** Recommendation to Reject Sole Proposal – RFP Event No. 482-2: Fort Lauderdale Beach Wave Wall Light Replacement

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### Summary:

The only proposal received in response to RFP Event No. 482-2 is non-responsive to the solicitation requirements. During the initial review, it was determined that the contractor failed to submit all required project documentation and provided insufficient detail to enable the Evaluation Committee to conduct a comprehensive assessment of the firm and its proposed approach. For those reasons, the proposer was deemed non-responsive, and no further evaluation was conducted. Staff recommends that the proposal be rejected and that the solicitation be reissued following additional market research, refinement of the project scope, and a potential review of the budget.

### Background:

On April 19, 2024, the Procurement Services Division issued **RFP Event No. 248-1** for the Fort Lauderdale Beach Wave Wall Light Replacement project, with a budget estimate of \$2,000,000. The solicitation received two proposals. Neither submission met the City's technical or cost-effectiveness requirements. At the April 1, 2025, Commission Meeting (CAM #25-0358), staff recommended rejecting both proposals to allow time for further research.

On June 19, 2025, the project was re-advertised under **RFP Event No. 482-2**, with a revised estimate of \$1,000,000. The solicitation period for this event was extended twice in an effort to encourage broader participation and attract additional qualified proposers. Despite those efforts, the City received only one proposal by the closing date of August 5, 2025, submitted by Iconic Media Systems LLC, doing business as Smart LED Concepts.

### Proposal Review and Findings:

The proposal underwent preliminary administrative and technical review to determine compliance with mandatory submittal requirements. During this process, it was found to be non-responsive, with key deficiencies including:

- Absence of documented experience in marine or coastal lighting environments

- Incomplete Executive Summary and omission of key personnel qualifications
- Failure to provide required technical and project-specific documentation

As a result, the submission did not proceed to the Evaluation Committee for scoring or consideration.

**Recommendation:**

Staff recommends rejecting the sole proposal received for RFP Event No. 482-2 based on non-responsiveness.

It is further recommended that the City:

- Conduct additional vendor outreach and market research
- Clarify and refine the project's technical scope
- Reassess the budget to better align with industry standards and attract qualified bidders

These actions will support a more competitive and successful solicitation effort moving forward.

**Attachment:**

- **Attachment A** – Proposal Review Summary

Prepared by:

Yesenia Pascual Digitally signed by Yesenia Pascual  
Date: 2025.09.12 14:21:57 -04'00'

**Yesenia Pascual**  
Sr. Procurement Specialist

Reviewed and Approved by:

Michelle Lemire Digitally signed by Michelle Lemire  
Date: 2025.09.12 14:25:17 -04'00'

**Michelle Lemire**  
Procurement Administrator

Final Approval:

Glenn Marcos Digitally signed by Glenn Marcos  
Date: 2025.09.12 15:13:12 -04'00'

**Glenn Marcos**  
Chief Procurement Officer/ Assistant Finance Director

## Event 482-3 - Fort Lauderdale Beach Wave Wall Light Replacement

Proposer: Iconic Media Systems LLC DBA Smart LED Concepts

### Proposal Review Summary

#### SECTION II – SPECIAL TERMS AND CONDITIONS

#### REVIEWER COMMENTS

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                        |
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| 2.17 - Minimum Qualifications | <p>Proposers <u>shall</u> be in the business of providing Electrical exterior and/or outdoor lighting services in commercial and/or <b>marine environment</b> and <u>must</u> possess sufficient financial support, equipment, and organization to ensure that it can satisfactorily perform the services if awarded a Contract. Proposers <u>must</u> demonstrate that they, or the key staff assigned to the project, have successfully provided services with similar magnitude to those specified in the scope of services to at least one entity similar in size and complexity to the City of Fort Lauderdale or can demonstrate they have the experience with large scale private sector clients and the managerial and financial ability to successfully perform the work.</p> <p>Proposers <u>shall</u> satisfy each of the following requirements cited below. Failure to do so may result in the proposal being deemed non-responsive.</p> |                                                                        |
| 2.17.1                        | <p>Proposer or principals <u>shall</u> have relevant experience in providing electrical and installation services of large-scale exterior and/or outdoor lighting systems in marine environment. Project manager assigned to the work <u>must</u> have experience in the same experience and have served as project manager on similar projects.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Proposer did not provide references of projects in marine environment. |
| 2.17.2                        | <p>Successfully completed at least three (3) similar projects in the last ten (10) years with a contract value of at least \$1,00,000.00 of similar Scope.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Proposer did not provide projects of similar scope.                    |

#### SECTION III – TECHNICAL SPECIFICATIONS/SCOPE OF SERVICES

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| 3.3- Project Requirements   | <p>The selected Contractor <u>must</u> use effective project management practices while working on the Project. Included in project management is clear communication with the City and other parties involved in the Project, management of time and resources, quality control, interface management, turnover and documentation of all services and communication. Contract administration and technical reviews of all work pertaining to the Project will be performed by the City.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 3.3.3- Detailed Description | <p>The technical proposal submitted by the Contractor <u>shall</u> demonstrate the Contractor's competence and aspects of their proposed fiber optic architectural lighting system that meet or surpass the following:</p>                                                                                                                                                                                                                                                                   | <p>Proposer did not provide proof of:</p> <ol style="list-style-type: none"> <li>1.Experience working with local municipalities.</li> <li>2. Competency in the installation of decorative flexible lighting in a marine/wet environment.</li> <li>3. The Contractor's personnel are factory trained and certified to install the lighting system being proposed.</li> <li>9. Demonstrate the effectiveness of the proposed system installed in a marine/wet environment. The Contractor must specify technical features and other related specifications that support this criterion.</li> <li>18. Maintenance of traffic operations when required.</li> </ol> |

## Event 482-3 - Fort Lauderdale Beach Wave Wall Light Replacement

Proposer: Iconic Media Systems LLC DBA Smart LED Concepts

### Proposal Review Summary

#### SECTION IV – SUBMITTAL REQUIREMENTS

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| 4.2 Contents of the Proposal      | <p>The City deems certain documentation and information important in the determination of responsiveness and for the purpose of evaluating proposals. Proposals should seek to avoid information in excess of that requested, <u>must</u> be concise, and <u>must</u> specifically address the issues of this RFP. The City prefers that proposals be no more than 100 pages in one complete pdf document. The proposals should be organized, divided, and indexed into the sections indicated herein. These are not inclusive of all the information that may be necessary to properly evaluate the proposal and meet the requirements of the scope of work and/or specifications. Additional documents and information should be provided as deemed appropriate by the respondent in proposal to specific requirements stated herein or through the RFP.</p> |                                                                                                                                                                                                     |
| 4.2.1 Table of Contents           | <p>The table of contents <u>should</u> outline in sequential order the major areas of the submittal, including enclosures. All pages should be consecutively numbered and correspond to the Table of Contents</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Proposer did not provide a table of content                                                                                                                                                         |
| 4.2.2 Executive Summary           | <p>Each Offeror <u>must</u> submit an executive summary that identifies the business entity, its background, main office(s), and office location that will service this contract. Identify the officers, principals, supervisory staff, and key individuals who will be directly involved with the work and their office locations. The executive summary should also summarize the key elements of the proposal.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                          | Proposer provided an incomplete Executive Summary. Failed to identify the following: Supervisory staff, and key individuals who will be directly involved with the work and their office locations. |
| 4.2.11 Qualifications of the Team | <p>The Contractor <u>must</u> identify all design and construction disciplines and specialty consultants that the Contractor intends to employ in the design and construction of this Project. • Years' of experience; • Firm name and location; • Current professional registration; license(s)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Proposer did not provide team information                                                                                                                                                           |
| 4.2.12 Sub-consultant(s)          | <p>Contractor <u>must</u> clearly reflect in its Proposal any Sub-consultant including but not limited to the Project Manager, Design Manager, Contractor or General Superintendent, Project Quality Control Manager, Scheduler/Project Controls Specialists, Project Health and Safety Manager (collectively, the "Team Members"), proposed to be utilized along with a summary of their background and qualifications, including but not limited to name of the sub-consultant, location of place of business, service(s) the sub-consultant will provide, license (if applicable), two (2) sub-consultant references, ownership, education, and experience. These primary positions <u>shall</u> only serve in one (1) role. The City retains the right to accept or reject any sub-consultant proposed.</p>                                                | Proposer did not provide Sub-Consultants                                                                                                                                                            |

## Event 482-3 - Fort Lauderdale Beach Wave Wall Light Replacement

Proposer: Iconic Media Systems LLC DBA Smart LED Concepts

### Proposal Review Summary

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|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4.2.13 Project Manager's Experience     | <p>Provide a comprehensive summary of the experience and qualifications of the individual(s) who will be selected to serve as the project managers overseeing the design and construction for the City. Individual(s) <b>must</b> have a minimum of five (5) years' experience in required discipline and have served as project manager on a minimum of three (3) previous occasions. Include their related work experience and qualification and copies of active licenses and certifications. Include the length of tenure with Firm. All proposed team Project Managers <b>must</b> be committed for the duration of the Project and <b>must</b> have the City's approval prior to replacement</p> | <p>Proposer did not identify individual(s) who will be selected to serve as the project managers overseeing the design and construction for the City.</p>                                                                                                                                                                                                                                                                                                                                                |
| 4.2.17 Project Methodology and Approach |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Proposer did not provide methodology and approach on the following points:</p> <ul style="list-style-type: none"> <li>• Describe approach to minimizing impact to surrounding neighbors, businesses, and travelling public;</li> <li>• Describe approach for minimizing lane closures, lanes reductions, maintenance of traffic (MOT) plan, and reducing traffic impacts;</li> <li>• Provide information on your firm's current workload and how this Project will fit into your workload;</li> </ul> |