



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

#18-0852

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

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

DATE: September 4, 2018

TITLE: Motion to Award a Contract for a Smartphone Mobile Application for the
Beach Food and Non-Alcoholic Beverage Delivery Service Program –
Eazyo App LLC

Recommendation

It is recommended that the City Commission approve a one-year contract, in substantially the form attached, for a smartphone mobile application for the Beach Food and Non-Alcoholic Beverage Delivery Service Program with Eazyo App LLC, at no cost to the City and authorize the City Manager to approve three, one-year renewal options.

Background

The City of Fort Lauderdale established the Beach Food and Non-Alcoholic Beverage Delivery Service Program on June 2, 2015. The program was designed as a web-based service that allows approved restaurants and hotels to deliver food and beverage to visitors on the beach. The current program allows visitors to view participating restaurants and hotel menus by visiting website www.MYFTLB.com and place orders by phone. To ensure that food is delivered on a timely basis (not to exceed 45 minutes) and that no vehicles are used in the delivery of food and beverages, permit holders must be located within 1/8 mile of the customer.

The smartphone mobile application, EazyO App, is designed to further enhance visitors' experience by providing a streamlined ordering platform for permit holders to automate ordering, payment, accounting and estimate service delivery time prior to order.

There is no cost to the City for incorporating the on-demand mobile application to the existing program. Hotel and restaurant permit holders may elect to utilize EazyO App for an installation fee. Pricing includes equipment, initial programming, training, marketing, and other processing fees. EazyO App will be available to beachgoers in both iPhone operating System (IOS) and Android devices. There is no cost associated with downloading the EasyO App for consumers.

In accordance with the public benefits stated in Ordinance No. C-15-18, this application will increase efficiency, safety and dependability of service to the public which in turn encourages use of the public beach.

The background of the solicitation process includes the following:

- March 27, 2018 – Request for Proposal (RFP) 12129-585 was issued.
- May 1, 2018 – The RFP closed with a total of five firms submitting proposals including:

Eazyo App LLC
Computer Consultants Int'l
Naked Media
Vinformax Systems
Your Smartphone App Solutions

- July 24, 2018 – The evaluation committee consisting of Eduardo Fernandez, Business Improvement District (BID) Chair; Chintan Dadhich, BID Committee Member; Greg Cook, BID Committee Member, Kimberly Tuohy, Web Engineer for the City of Fort Lauderdale met with AnnDebra Diaz, Senior Procurement Specialist, to evaluate and rank the firms based on the evaluation criteria shown below:

EVALUATION CRITERIA	WEIGHT
Understand the scope of the project	10%
Meets technical specifications	40%
Provides locally based customer service personnel	15%
References, experience, past performance, years in business	35%
Total	100%

The five firms were ranked as follows:

Eazyo App LLC (1st Place)
Vinformax Systems (2nd Place)
Computer Consultants Int'l (3rd Place)
Naked Media (4th Place)
Your Smartphone App Solutions (5th Place)

Resource Impact

There is no resource impact for this item.

Strategic Connections

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

- Goal 7: Be a well-positioned City within the global economic and tourism markets of South Florida region, leveraging our airports, ports and rail connections.

- Objective 2: Facilitate a responsive and proactive business climate.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Prosperous*.

Attachments

Exhibit 1 – Solicitation

Exhibit 2 – Final Ranking

Exhibit 3 – Eazyo App Proposal

Exhibit 4 – Computer Consultants Proposal

Exhibit 5 – Naked Media Proposal

Exhibit 6 – Vinformax Systems Proposal

Exhibit 7 – Your Smartphone App Solutions

Exhibit 8 – Eazyo Contract

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