



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

**#20-0702**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** October 6, 2020

**TITLE:** Motion Approving Agreement for Cemetery Management Software System  
–Site Industries LLC - \$359,320 - **(Commission Districts 3 and 4)**

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**Recommendation**

Staff recommends the City Commission approve a five-year agreement, in substantially the form attached, with Site Industries LLC, d/b/a CemSites (“SI”) for the purchase of a Cemetery Management Software System (“CMSS”), in the estimated amount of \$359,320 and authorize the City Manager to approve two additional two-year renewal options, contingent upon appropriation of funds.

**Background**

The current technical environment of the Municipal Cemetery System is one of manual processes consisting of typewriters, carbon-copy paper, RecTrac and Wells Fargo (online payments) with limited functionality and support. The City does not have the ability to track and manage inventory, requiring that all inventory be tracked using spreadsheets. Interments, Accounts Receivables and all other related records are also tracked on spreadsheets. Subsequently, the work environment requires the resources of multiple staff members to manually update information for hours at a time.

Based on the critical need of this request, The City of Fort Lauderdale solicited a request for proposals (“RFP”) from qualified professional firms to provide an integrated “off the shelf” CMSS requiring minimal modifications as well as the conversion of existing records for the City’s cemeteries.

On March 2, 2020, Procurement Services Division issued RFP 12344-805 for cemetery management software system. Due to Covid-19 pandemic, the solicitation was put on hold. It was reissued on April 30, 2020 as RFP 12344-805-C19 for digital submissions only.

On May 14, 2020, the solicitation ended with a total of four firms submitting proposals in response to the RFP: AK American Investments LLC (“AK”), PlotBox, Inc. (“PB”), Ramaker & Associates, Inc. (“RA”), and SI.

On June 18, 2020, RFP Evaluation Committee (“Committee”) consisting Diana McDowell, Chairperson - Administrative Supervisor, Parks and Recreation, Alicia Sheffield, Chief



Accountant, Finance, and Evelyn Santiago-Rodriguez, Technology Strategist, Information Technology, met with Laurie Platkin, Senior Procurement Specialist, to evaluate and rank the proposals based on the following criteria:

Proposer's qualifications, experience and references with similar organization such as municipal or private cemeteries, including support capabilities	30%
Software capabilities; ability to meet functional requirements.	30%
Demonstrated knowledge of current cemetery software technology needs	10%
Total Project Cost (incl Software, Maintenance, Implementation, etc.)	30%
<b>TOTAL PERCENT AVAILABLE:</b>	<b>100%</b>

Three of the four firms were deemed responsible and responsive and it was determined that each would give oral presentations to the Committee.

- PB
- RA
- SI

On June 30, 2020, the Committee viewed interview presentations from the three proposers and evaluated the presentations. It was determined the top two proposers, PB and SI, would submit their Best and Final Offers ("BAFO").

On July 23, 2020, the Committee met for final evaluation and ranking of the BAFOs, and SI was deemed the first ranked proposer. Refer to Exhibit 6 for final ranking. The initial contract term shall commence upon final execution of the contract by the City and shall expire five (5) years from that date. The City reserves the right to extend the contract for additional two (2) two-year terms providing all terms and conditions and specifications remain the same, both parties agree to the extension, and such extension is approved by the City. Staff recommends Commission award a five-year contract to SI for their Cemetery Management Software System.

### **Resource Impact**

On March 3, 2020, CAM #20-0088 approved \$300,000 for the Cemetery software. There will be a current fiscal year impact in the amount of \$59,320. These funds are available in the FY 2021 Budget in the account below listed. The additional \$59,320 is contingent upon approval of the consolidated budget amendment CAM #20-0685.



<i>Funds available as of September 4, 2020</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
430-PKR062202- 6405	CEMETERY SYSTEM SOFTWARE	COMPUTER SOFTWARE	\$300,000	\$300,000	\$359,320
PURCHASE TOTAL ►					\$359,320

### **Strategic Connections**

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Internal Support Focus Area
- Goal 8: Build a leading government organization that manages all resources wisely and sustainably.
- Objective: Achieve excellent procurement services through technological advancements, improved procedures, and outreach programs
- Objective: Provide a reliable and progressive technology infrastructure

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

### **Related CAMs**

20-0088

20-0685

### **Attachments**

Exhibit 1 – Solicitation

Exhibit 2 – AK Proposal

Exhibit 3 – PB Proposal

Exhibit 4 – RA Proposal

Exhibit 5 – SI Proposal

Exhibit 6 – Review Committee Rankings

Exhibit 7 – Agreement

Prepared By:

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