

DEPARTMENTAL INPUT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

New
 OTR
 Sole Source
 Bid Waiver
 Emergency
 Previous Contract/Project No. N/A
Contract
 Re-Bid
 Other
 LIVING WAGE APPLIES: YES NO
 Requisition No./Project No.: RQPR1300017
 TERM OF CONTRACT: 5 YEAR(S) WITH 4 1 YEAR OTRs

Requisition /Project Title: Global Positioning Satellite (GPS) Golf Course Management Solution

The purpose of this contract is to implement a new Global Positioning Satellite (GPS) Golf Course Management Solution that will be used at the Crandon Golf Course located on Key Biscayne.

Description:

Issuing Department: PROS
 Contact Person: Santiago A. Pastoriza
 Phone: 305-375-1084
 Estimate Cost: \$400,000 for initial term
 Funding Source: GENERAL
FEDERAL
OTHER
-
-
General Fund

ANALYSIS

Commodity Codes:	<u>98130</u>		
Contract/Project History of previous purchases three (3) years Check here <input checked="" type="checkbox"/> if this is a new contract/purchase with no previous history.			
	<u>EXISTING</u>	<u>2ND YEAR</u>	<u>3RD YEAR</u>
Contractor:			
Small Business Enterprise:			
Contract Value:	\$	\$	\$
Comments:			
Continued on another page (s):	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	

RECOMMENDATIONS

	Set-aside	Sub-contractor goal	Bid preference	Selection factor
SBE				X

Basis of recommendation:
See scope.

Signed: Beth Goldsmith
 Date sent to SBD: 05/13/2013
 Date returned to ISD Procurement: _____

RECEIVED
 DEPT. BUSINESS DEV.
 2013 MAY 13 PM 4:21

SCOPE OF SERVICES

INTRODUCTION

Miami-Dade County, hereinafter referred to as the "County", as represented by the Miami-Dade Parks, Recreation and Open Spaces Department, herein after referred to as "PROS", is soliciting proposals to implement a new Global Positioning Satellite (GPS) Golf Course Management Solution (Solution) that will be used at the Crandon Golf Course located on Key Biscayne. The selected Proposer will be responsible for providing all required devices, software, licenses, implementation, customization, testing, maintenance and support services for the Solution. It is the County's intent to lease the GPS devices and related components required to operate the Solution and that this be delivered as a turn-key project. The selected Proposer will be required to implement the Solution devices and associated backend software on the existing golf carts used throughout Crandon Golf Course.

BACKGROUND

PROS operate and manage five golf courses located throughout Miami-Dade County. At this time, the Crandon Golf Course is the only one that is utilizing a GPS System to track location of patrons throughout the course and provide additional amenities. The existing GPS System is to be replaced; it was implemented in 2006 and is currently provided by ProLink's ProStar. The existing GPS system consists of the ProStar software application installed at the golf course Pro Shop and ProStar Roofless GPS devices installed on a fleet of ninety E-Z-Go Golf Carts.

PROS requires the implementation of a new GPS Golf Course Management Solution that will replace the existing System. The proposed Solution must be inclusive of all required devices, software, licenses, implementation, customization, testing, training, maintenance, and support services.

CURRENT OPERATING ENVIRONMENT

The Crandon Golf Course on Key Biscayne is a championship 18-hole golf course located just 10 minutes from downtown Miami. It is located at located at 6700 Crandon Boulevard, Key Biscayne FL. The Crandon Golf Course has been the site of the Senior PGA Tour stop in the past 18 years, attracting some of professional golf's greatest athletes. The course is considered one of the most beautiful and difficult par-72 courses in the state.

Crandon Golf Course Facility Features:

- Pro shop
- Electric carts/GPS
- Titleist Club Rentals
- Restaurant and Bar
- Lighted Driving Range
- Practice Chipping and Putting Greens
- Ten-Court Tennis Center On-Site

Existing ProStar Roofless GPS Devices, Software and Golf Carts

PROS currently operates a fleet of eighty-six (86) E-Z-GO TXT leased golf carts at the Crandon Golf Course on Key Biscayne. These carts are used by golf course customers as well as golf

course staff for transportation throughout the course. The Crandon Golf Course has 86 ProStar Roofless GPS devices installed on the fleet of E-Z-Go Golf Carts. These devices provide golfers with an easy-to-read graphical display, comprising distances to the pin and hazards, pro tips, pace-of play timer and radial arc for cart-path only holes. Golfers can also use the device to order food and drinks at the touch of a button.

The GPS System's central unit is installed in Crandon's Golf Course ProShop Course Management Computer. This central unit is used as a two-way communicator between the Pro Shop and golf carts as they are out on the course. The central unit is able to send speed of play reminders, storm warnings, hazard warnings, as well as other event information and custom marketing messages. In addition, the central unit is able to view a real-time display of where each cart is on the course and can display a list of the carts in table format, indicating cart number, player names, the hole number the cart is on as well as the current pace of each cart.

DESIRED GPS SOLUTION FUNCTIONAL REQUIREMENTS.

The selected Proposer shall provide PROS with a fully integrated turn-key Solution that will be installed on a fleet of eighty-six (86) golf carts. It is expected that the selected Proposer provide all required devices, software licenses, and associated components required to operate the GPS Golf Course Management Solution and install a central unit within the Golf Course Pro-Shop to assist with daily operations and enrich patron services.

The proposed Solution and associated equipment should provide the following at a minimum:

- Solution device must be a cart mounted unit;
- Solution device must provide a LCD display with color graphics and interactive features;
- Solution device has the ability to display distance points continuously;
- Solution device displays distance to all bunkers, hazards, and landmarks;
- Solution device has the ability to allow purchases of food and beverage from the golf carts while on the course;
- Solution device has GPS distancing information available for the entire course;
- Solution device has the ability to allow for revenue generating banner advertising;
- Solution device has constant on-screen cart tracking for all golf carts;
- Solution device has the ability to provide storm alerts to each golf cart;
- Solution device has the ability to allow for canned and ad-hoc messages to be sent from the Golf Course Pro Shop;
- Solution device provides for two-way communication between the golf cart to the Golf Course Pro Shop and vice versa;
- Solution device and software have golf cart tracking capability;
- Solution allows for broadcast Messaging to be sent out to the entire fleet as necessary;
- Solution has the ability to alert operator and display messages when a golf cart is entering prohibited areas.

TRAINING SERVICES TO BE PROVIDED

The selected Proposer shall provide on-site training on the proposed Solution for a minimum of 5 users, broken down into user appropriate sessions for the following groups:

System Administrators	2
Customer Service Staff	3

The selected Proposer must provide all necessary training materials and associated documentation on the proposed Solution, both in hard copy and in electronic format. Facilities and computers will be provided by the County for the purpose of conducting such training.

IMPLEMENTATION SERVICES TO BE PROVIDED

The selected Proposer shall be responsible for providing on-site installation, configuration, and ongoing maintenance support services for all components of the proposed Solution. The selected Proposer shall be responsible for testing the Solution to insure proper functionality between the Golf Pro Shop and GPS devices.

MAINTENANCE AND SUPPORT SERVICES TO BE PROVIDED

The selected Proposer shall be responsible for providing all require maintenance support services for all leased components of the Solution throughout the term of the resultant contract.

ADVERTISING/REVENUE GENERATING OPPORTUNITIES

The proposed Solution may have the ability to display advertising banners for the purpose of generating revenue for the golf course. *(Note: All advertising must be approved by the PROS department in accordance with the Crandon Park Master Plan)*