

Date: July 28, 2014

To: Lester Sola
Director
Internal Services Department

Thru: Miriam Singer, CPPO
Assistant Director
Internal Services Department 

From: Allan M Garcia
Procurement Contracting Associate
Chairperson, Evaluation/Selection Committee 

Subject: Report of Evaluation/Selection Committee for RFP No. 00039 Advertising Services for Transit Vehicles, Metrorail Stations and the South Miami-Dade Busway

The County issued a solicitation to obtain proposals from qualified firms that will develop and manage a revenue advertising program for Transit Vehicles (Buses, Metrorail, and Metromover), South Miami-Dade Busway, and Metrorail Stations.

The Evaluation/Selection Committee (Committee) has completed the evaluation of proposals submitted in response to the solicitation following the guidelines published in the solicitation.

Committee meeting dates:

- May 21, 2014
- June 11, 2014
- June 25, 2014

Verification of compliance with contract measures:

Not applicable since no contract measures were assigned to this solicitation.

Verification of compliance with minimum qualification requirements:

The solicitation did not have minimum qualification requirements.

Local Certified Service-Disabled Veteran's Business Enterprise Preference:

Veteran's Preference was considered in accordance with the applicable ordinance. None of the proposers qualified for the preference.

Summary of scores:

The Committee decided not to hold oral presentations. Price proposals were reviewed for those proposers remaining in consideration after review and scoring of technical proposals.

The final scores are as follows:

<i>Proposer</i>	<i>Technical Score</i> <i>(max.500)</i>	<i>Price Score</i> <i>(max.500)</i>	<i>Total Combined Score</i> <i>(max.1,000)</i>
1. CBS Outdoor Group, LLC	500	420	920
2. Direct Media Inc.	337	500	837
3. Commuter Advertising, Inc.	0	0	0

Memo to Lester Sola

Report of Evaluation/Selection Committee for RFP No. 00039, Advertising Services for Transit Vehicles, Metrorail Stations and the South Miami-Dade Busway

Local Preference:

Local Preference was considered in accordance with applicable ordinance, but did not affect the outcome as the highest ranked proposal is local.

Other information: The Commuter Advertising, Inc.'s proposal was only for audio and text advertising, and did not address other requirements such as developing and managing a revenue advertising program. CBS Outdoor Group, LLC (CBS) raised the concern that Direct Media's proposal took exception to the Letter of Credit requirement in the proposal; the County Attorney opined that it was not a matter of responsiveness and that the Committee could determine if the exception taken was acceptable to the County. The Committee determined that the exception was not acceptable due to the potential financial exposure to the County and that Direct Media would have to comply with the Letter of Credit requirement as stated in the solicitation.

Negotiations:

The Committee recommends that the County enter into negotiations with the highest ranked proposer, CBS. The following individuals will participate in the negotiations:

Fred Simmons, Jr., Procurement Contracting Officer, ISD
Rosemary Cortes, Advertising & Media Relations, MDT
Vivian Delgado, Assistant Controller, MDT
Chris Mangos, Director of Marketing Division, MDAD
Marc T. Henderson, Media and Public Relations Officer, MDAD
Andria Muniz-Amador, Public Affairs Officer, Seaport

Consensus Statement: The Committee recommended CBS for the following reasons

- 1) CBS's proposal better met the requirements of the County;
- 2) CBS's technical approach and experience was superior to that of the other proposers;
- 3) The overall score for CBS was highest.

Copies of the score sheets are attached for each Committee member, as well as a composite score sheet.

Approved



Lester Sola
Director

7/30/14
Date

EVALUATION OF PROPOSALS

RFP NO. 00039

ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRO RAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY

Composite

SELECTION PROPOSERS CRITERIA	Maximum Points	Maximum Total Points (\$ members)	CBS Outdoor	Direct Media Inc.	Commuter Advertising
Proposer's relevant experience, qualifications, and past performance. Relevant experience and qualifications of key personnel, including key personnel of subcontractors (if applicable) that will be assigned to this project, and experience and qualifications of subcontractors, and marketing and sales approach	65	325	325	247	0
Proposer's financial strength, stability	35	175	175	90	0
TECHNICAL POINTS (total of technical rows above)	100	500	500	337	0
PRICE CRITERIA					
Minimum Guarantee Revenue	65	325	260	325	0
Percentage of Net Revenues	35	175	160	175	0
TECHNICAL & PRICE POINTS (total technical & price rows above)	200	1000	920	837	0

SIGNATURE

Chairperson

Reviewed By

[Handwritten Signature]

[Handwritten Signature]

DATE

9/21/14

DATE

9-21-14

EVALUATION OF PROPOSALS
RFP NO. 00039
ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRORAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY
Rosemary Cortes (MDT)

SELECTION PROPOSERS CRITERIA	Maximum Points	CBS Outdoor	Direct Media Inc.	Commuter Advertising
Proposer's relevant experience, qualifications, and past performance. Relevant experience and qualifications of key personnel, including key personnel of subcontractors (if applicable), that will be assigned to this project, and experience and qualifications of subcontractors, and marketing and sales approach	65	65	52	0
Proposer's financial strength, stability	35	35	20	0
TECHNICAL POINTS <i>(total of technical rows above)</i>	100	100	72	0
PRICE CRITERIA				
Minimum Guarantee Revenue	65	52	65	0
Percentage of Net Revenues	35	32	35	0
TECHNICAL & PRICE POINTS <i>(total technical & price rows above)</i>	200	184	172	0

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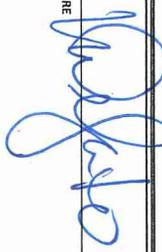
R Cortes

DATE

6-25-14

EVALUATION OF PROPOSALS
 RFP NO. 00039
 ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRO RAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY
 Vivian Delgado (MDT)

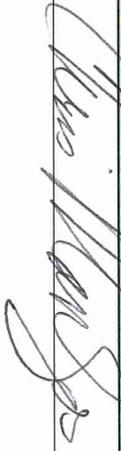
SELECTION PROPOSERS CRITERIA	Maximum Points	CBS Outdoor	Direct Media Inc.	Commuter Advertising
Proposer's relevant experience, qualifications, and past performance. Relevant experience and qualifications of key personnel, including key personnel of subcontractors (if applicable), that will be assigned to this project, and experience and qualifications of subcontractors, and marketing and sales approach	65	65	50	0
Proposer's financial strength, stability	35	35	20	0
TECHNICAL POINTS (total of technical rows above)	100	100	70	0
PRICE CRITERIA				
Minimum Guarantee Revenue	65	52	65	0
Percentage of Net Revenues	35	32	35	0
TECHNICAL & PRICE POINTS (total technical & price rows above)	200	184	170	0

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DATE
 6/25/14

EVALUATION OF PROPOSALS
RFP NO. 00039
ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRO RAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY
Chris Mangos (MDAD)

SELECTION PROPOSERS CRITERIA	Maximum Points	CBS Outdoor	Direct Media Inc.	Commuter Advertising
Proposer's relevant experience, qualifications, and past performance. Relevant experience and qualifications of key personnel, including key personnel of subcontractors (if applicable), that will be assigned to this project, and experience and qualifications of subcontractors, and marketing and sales approach	65	65	50	-0-
Proposer's financial strength, stability	35	35	20	-0-
TECHNICAL POINTS (total of technical rows above)	100	100	70	0
PRICE CRITERIA				
Minimum Guarantee Revenue	65	52	65	-0-
Percentage of Net Revenues	35	32	35	-0-
TECHNICAL & PRICE POINTS (total Technical & price rows above)	200	184	170	0

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DATE *6-25-14*

EVALUATION OF PROPOSALS
RFP NO. 00039
ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRO RAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY
Marc T. Henderson (MDAD)

SELECTION PROPOSERS CRITERIA	Maximum Points	CBS Outdoor	Direct Media Inc.	Commuter Advertising
Proposer's relevant experience, qualifications, and past performance. Relevant experience and qualifications of key personnel, including key personnel of subcontractors (if applicable) that will be assigned to this project, and experience and qualifications of subcontractors, and marketing and sales approach	65	65	<i>[Signature]</i>	0
Proposer's financial strength, stability	35	35	15	0
TECHNICAL POINTS (total of technical rows above)	100	0	0	0
PRICE CRITERIA				
Minimum Guarantee Revenue	65	52	65	0
Percentage of Net Revenues	35	32	35	0
TECHNICAL & PRICE POINTS (total technical & price rows above)	200	0	0	0

Marc T. Henderson

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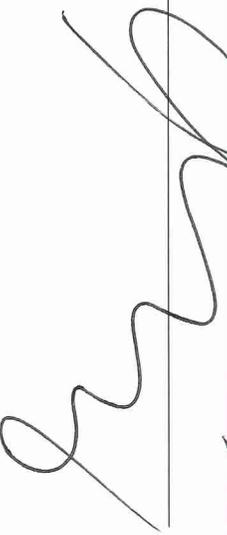
6/20/14

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EVALUATION OF PROPOSALS
REP NO. 00039
ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRO RAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY
Andria Muniz-Amador (Port Miami)

SELECTION PROPOSERS CRITERIA	Maximum Points	CBS Outdoor	Direct Media Inc.	Commuter Advertising
Proposer's relevant experience, qualifications, and past performance. Relevant experience and qualifications of key personnel, including key personnel of subcontractors (if applicable), that will be assigned to this project, and experience and qualifications of subcontractors, and marketing and sales approach	65	65	55	0
Proposer's financial strength, stability	35	35	15	0
TECHNICAL POINTS (total of technical rows above)	100	0 100	0 70	0
PRICE CRITERIA				
Minimum Guarantee Revenue	65	52	65	0
Percentage of Net Revenues	35	32	35	0
TECHNICAL & PRICE POINTS (total technical & price rows above)	200	0 84	0 160	0

SIGNATURE



DATE

189 June 25, 2014

EVALUATION OF PROPOSALS
RFP NO. 00039
ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRO RAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY
Rosemary Cortes (MDT)

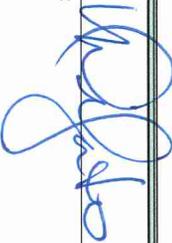
SELECTION PROPOSERS CRITERIA	Maximum Points	CBS Outdoor	Direct Media Inc.	Commuter Advertising
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Proposer's financial strength, stability	35	35	20	0
TECHNICAL POINTS <i>(total of technical rows above)</i>	100	100	72	0
PRICE CRITERIA				
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EVALUATION OF PROPOSALS
RFP NO. 00039
ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRO RAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY
Vivian Delgado (MDT)

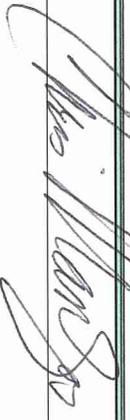
SELECTION PROPOSERS CRITERIA	Maximum Points	CBS Outdoor	Direct Media Inc.	Commuter Advertising
Proposer's relevant experience, qualifications, and past performance. Relevant experience and qualifications of key personnel, including key personnel of subcontractors (if applicable), that will be assigned to this project, and experience and qualifications of subcontractors, and marketing and sales approach	65	65	50	0
Proposer's financial strength, stability	35	35	20	0
TECHNICAL POINTS <i>(total of technical rows above)</i>	100	100	70	0
PRICE CRITERIA				
Minimum Guarantee Revenue	65	52	65	0
Percentage of Net Revenues	35	32	35	0
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TECHNICAL POINTS (total of technical rows above)	100	100	70	0
PRICE CRITERIA				
Minimum Guarantee Revenue	65	52	65	0
Percentage of Net Revenues	35	32	35	0
TECHNICAL & PRICE POINTS (total technical & price rows above)	200	184	170	0

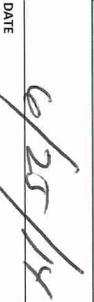
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EVALUATION OF PROPOSALS
RFP NO. 00039
ADVERTISING SERVICES FOR TRANSIT VEHICLES, METRO RAIL STATIONS AND THE SOUTH MIAMI-DADE BUSWAY
Marc T. Henderson (MDAD)

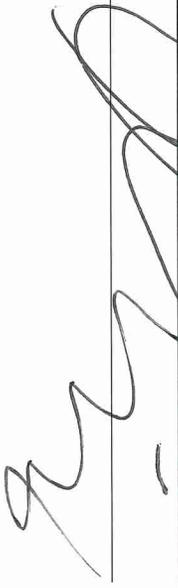
SELECTION PROPOSERS CRITERIA	Maximum Points	CBS Outdoor	Direct Media Inc.	Commuter Advertising
Proposer's relevant experience, qualifications, and past performance. Relevant experience and qualifications of key personnel, including key personnel of subcontractors (if applicable), that will be assigned to this project, and experience and qualifications of subcontractors, and marketing and sales approach	65	65	40	0
Proposer's financial strength, stability	35	35	15	0
TECHNICAL POINTS <i>(total of technical rows above)</i>	100	100	55	0
PRICE CRITERIA				
Minimum Guarantee Revenue	65	52	65	0
Percentage of Net Revenues	35	32	35	0
TECHNICAL & PRICE POINTS <i>(total technical & price rows above)</i>	200	184	155	0

SIGNATURE 

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EVALUATION OF PROPOSALS
RFP NO. 00039
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