

# Memorandum



**Date:** August 12, 2010

**To:** George M. Burgess  
County Manager

**From:** Amos C. Roundtree, CPSM  
for  
Miriam Singer, CPPO  
Director  
Department of Procurement Management

**Subject:** Recommendation for Ratification to Award Contract No. RFP 666: Electronic Signage Information System

CLERK OF THE BOARD  
2010 AUG 19 AM 10:10  
CLERK, CIRCUIT & COUNTY COURTS  
DADE COUNTY, FLA.  
#1

## RECOMMENDATION

It is recommended that the Board of County Commissioners (BCC) award this contract to Signature Technologies, Inc. dba Com-Net Software to provide an Electronic Signage Information System (ESIS) that will display "next train" information and advertising at Metrorail station platforms.

Delegation of Authority –The authority of the County Mayor or County Mayor's designee to execute and implement this contract is consistent with those authorities granted under the Code of Miami-Dade County and Ordinance 09-60, which amended the Economic Stimulus Plan's Sunset Provision and included Capital Projects and Purchases of Goods and Services funded by the American Recovery and Reinvestment Act (ARRA). This award will be presented to the BCC and the Citizens' Independent Transportation Trust (CITT) for ratification.

**CONTRACT NO:** RFP 666

**CONTRACT TITLE:** Electronic Signage Information System/WI-FI at Metrorail Stations

**DESCRIPTION:** This contract will provide for purchase, installation, staff training, warranty, maintenance and support of an Electronic Signage Information System (ESIS) designed to display "next train" information and advertising at Metrorail station platforms; including the Airport Link station, formally known as the Miami Intermodal Center (MIC)/Earlington Heights Connector.

**TERM:** Ten years and six months: 18 months for the initial installation, including a one year warranty period, and nine years of hardware and software maintenance and support.

**APPROVAL TO ADVERTISE:** June 4, 2009

**CONTRACT AMOUNT:**

Amount	Purchase	Term
\$3,995,847	Base ESIS; including one-year warranty	18 months
\$1,618,588	Software, Hardware Maintenance & Support, and Software Escrow	Nine-years
<b>Total</b> \$5,614,435		10½ years

**USING/MANAGING AGENCY: MIAMI-DADE TRANSIT (MDT)**

**FISCAL IMPACT/FUNDING SOURCE:**

Department	Allocation	Funding Source	Contract Manager
Miami-Dade Transit	\$1,000,000	FL Dept. Of Transportation (FDOT) Joint Participation Agreement; 50% Local Option Gas Tax (LOGT) Gas Surcharge Taxes, and 50% FDOT	Hector Garnica
	\$ 450,000	Other Operating-Columbia Broadcasting Systems (CBS) Contract	Rosemary Cortes
	\$2,400,000	American Recovery and Reinvestment Act (ARRA) 2009	Hector Garnica
	\$1,618,588	MDT Operating funds will be utilized after the contract's initial one year warranty period has expired	Hector Garnica
	\$195,847	Airport Link Project	Albert Hernandez
<b>Total</b>	<b>\$5,664,435</b>		

ARRA Funding

Once the electronic signage information system project is completed, the annual estimated operating and maintenance cost will be \$618,588. This signage will also provide a mechanism for revenue generation through advertising, thereby offsetting the cost of the system. MDT will allow the sale of advertising on the electronic signs as part of the existing transit advertising Contract TR03-ADV with CBS Outdoor Group, Inc. It is estimated that MDT will derive approximately \$180,000 annually from the sale of advertising through the CBS contract.

**METHOD OF AWARD:**

Awarded to the responsive, responsible vendor based on the evaluation criteria established in the solicitation. A full and open competitive Request for Proposals process was used.

**VENDOR RECOMMENDED FOR AWARD:**

Vendor	Address	Principal	Award
Signature Technologies, Inc. dba Com-Net Software (Non-local) Vendor  311142683-02	3728 Benner Road Miamisburg, OH 45342	S. Elie Geva, CEO, Chairman of the Board  Dave Michaels, President & CFO	The Work will be provided by the Contractor

**DPM AGENT/OFFICER:** Fred Simmons, Jr., CPPO, Department of Procurement Management

**VENDORS NOT RECOMMENDED FOR AWARD:** Systems Integration & Maintenance, Inc. offer was determined through negotiations to not be the best value for the County.  
DB2 Sales, Inc. proposal was determined non-responsive by the County Attorney's office.  
Sign A Rama and TechnoMedia Solutions, LLC proposals did not provide viable technical solutions.

**CONTRACT MEASURES:** None. The use of ARRA funds requires a review for Disadvantaged Business Enterprise (DBE) participation. MDT's Office of Civil Rights reviewed the Scope of Work and did not recommend DBE participation.

**LIVING WAGE:** The services being provided are not covered under the Living Wage Ordinance.

**USER ACCESS PROGRAM:** The 2% User Access Program provision is not included due to the use of federal funds. The contract includes federal provisions because American Recovery and Reinvestment Act (ARRA) funds are being used. Federal Transit Administration guidelines prohibit use of the 2% User Access Program.

**LOCAL PREFERENCE:** Not permitted under federal guidelines.

**ESTIMATED CONTRACT COMMENCEMENT DATE:** Ten days after date adopted by the Board of County Commissioners, unless vetoed by the Mayor; and approval by the Citizens' Independent Transportation Trust (CITT).

**BACKGROUND**

Miami-Dade Transit (MDT) is seeking to purchase a turnkey Electronic Signage Information System (ESIS) that will provide wireless connectivity for rail patrons. ESIS will include 196 Liquid Crystal Display (LCD) signs at 23 Metrorail stations, which includes 8 LCD signs at the Airport Link Metrorail Station. The Request For Proposals Scope Of Work and ESIS contract contemplates the Airport Link station installation via a work order. The ESIS contract contains provisions for issuing the work order. Cost for the Airport Link station is included in the ESIS contract sum. The negotiated agreement provides that the ESIS will be installed with all the required hardware, software, and equipment within 18 months, support and maintenance will be provided by the vendor for nine years. The ESIS will also include a "Development Component" at Transit's Office of Information Technology to monitor system functioning and conduct testing for newly developed applications before placing them on the system.

The ESIS would replace the existing clocks at 22 Metrorail stations and provide relevant, useful, real-time information (including train arrival and departure times, Metrorail service disruptions, and elevator malfunctions) at station platforms throughout the Metrorail system. The availability of real time

information through ESIS will enhance customer experience with Metrorail and could encourage greater ridership. In the case of an emergency, MDT will be able to override the information on the ESIS in order to disseminate emergency messages and information. The ESIS can also accommodate advertising messages, which would help offset its operating cost.

As required by federal law, the ESIS would be compliant with the Americans with Disabilities Act (ADA):

- The design, placement, functionality, and angle of monitors at the rail stations will allow easy viewing for persons in wheelchairs.
- The numbers on the digital clock are three inches tall and are viewable from 50 feet
- The design of the clock is black on white to provide the required contrast.
- The ESIS will announce displayed information.

The County held simultaneous negotiations with Signature Technologies, Inc. dba Com-Net Software and Systems Integration and Maintenance, Inc. (SIM), the two highest ranked companies. The negotiations team determined that the offer from Com-Net Software provided the best value to the County. In determining best value, the Negotiations Team considered that Com-Net's core business is software design and development around electronic signage applications. Com-Net designs all software, develops system integration requirements, provides all displays and enclosures, and will coordinate system infrastructure requirements, such as cabling with a local vendor, as well as provide system maintenance and support. SIM's team was to be comprised of five separate vendors, each providing a component of the ESIS: SIM is the prime and is responsible for the project and cabling/hardware installation; Canvys Visual Technology Solutions would be responsible for providing the displays and enclosures; Gough & Associates, Inc., would be responsible for providing the display software; TransCore ITS, LLC would be responsible for communication design; and EAC Consulting, Inc., would be responsible for the power design for the project.

The negotiations team determined that Com-Net's approach to providing and managing the ESIS project is most advantageous to the County. Another area of Com-Net's offer that contributes to best value is its software. Com-Net's software provides greater functionality and scalability. Its software has built-in interfacing and compatibility with Global Positioning System (GPS) technology and with other MDT software systems. The software offered by SIM through Gough & Associates does not include this built-in compatibility. If requested by the County, these functions would have to be outsourced by Gough & Associates at additional cost to the County.

Com-Net will provide software updates at no additional cost, and the County will have full access to Com-Net's in-house research and development program for software enhancements. Labor rates for software enhancements were negotiated and are included in the contract. The contract includes a three year warranty, provided by Com-Net, on the LCD enclosures. The warranty covers all internal components and fully meets the warranty requirements of the contract. The LCD warranty offered by SIM was for one year.

**APPROVED**



George M. Burgess  
County Manager

8/18/2010  
Date

**NOT APPROVED**

George M. Burgess  
County Manager

Date