

CITY OF CARLSBAD

AGENDA BRIEFING MEMORANDUM  
PURCHASING RECOMMENDATION

Council Meeting Date: 1/11/2022

<b>Department:</b> Lodgers Tax - Promotional	<b>BY:</b> Matt Fletcher, CPO	<b>Date:</b> 1/6/22
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**SUBJECT:** Services  
**Description:**  
Digital Welcome to Carlsbad Entrance Signs

<b>SYNOPSIS:</b>	Qty <u>1</u>	Total Est. Cost	<u>\$ 1,500,000.00</u>	Total Actual Cost	<u>\$ 789,380.00</u>
	Budgeted Yes	Est. City Share	<u>\$ 1,500,000.00</u>	Actual City Share	<u>\$ 789,380.00</u>
	Account # <u>100644</u>		<u>\$ 1,500,000.00</u>		
	Account # _____		_____		
	Account # _____		_____		
	Account # _____		_____		
		<b>TOTAL</b>	<u>\$ 1,500,000.00</u>		

**BACKGROUND, JUSTIFICATION AND IMPACT:** (Safety and Welfare/Financial/Personnel/Infrastructure/etc.)

The City of Carlsbad solicited proposals for the provision of three (3) new custom designed LED signs that will be located at each of the three primary entrance points to Carlsbad. These locations will include the Hobbs Highway, Artesia Highway and near the South Y coming off the Loving Highway.

Each sign will be large and will have a double sided display which will be used to promote various local events, activities and tourist attractions. In addition, the signs can be used as a message board that can be used to provide vital information to the general public as needed.

The City received eight proposals that were reviewed and evaluated by a five person selection committee. The selection committee eliminated four of the proposals from contention and elected to score only the top four proposals for award consideration. Ultimately, Electro-Matic Visual Inc., of Farmington Hills, MI was selected for award with a total score of 90.8 out of a possible 100 points.

<b>Requested action to be taken by Council:</b> Select one	<b>Council Action Taken:</b> Select one	<b>Date:</b>
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**Reviewed by City Administrator:**

<b>POST BID/RFP RECOMMENDATION</b>	<b>Council Meeting Date:</b>
<b>Requested action to be taken by Council:</b> Award RFP Number                      2021-07	<b>Council Action Taken:</b> Select one
<b>ADDITIONAL INFORMATION:</b>	
<b>Reviewed by City Administrator:</b>	

ATTACHMENT(S):  Specifications  Bid/RFP Summary  Other: \_\_\_\_\_

**RFP Title: LED Entrance Signs**

**RFP # 2021-07**

	Rank	1	4	3	2
<b>A.</b>	<b>Points Possible</b>				
<b>Experience and Qualifications of Proposer</b>	<b>10</b>	9.60	9.00	8.20	8.80
<b>Category Total</b>	<b>10</b>				
<b>B.</b>	<b>Points Possible</b>				
<b>Ability to meet LED Sign Specifications</b>	<b>20</b>	17.00	16.75	17.60	17.80
<b>Category Total</b>	<b>20</b>				
<b>C.</b>	<b>Points Possible</b>				
<b>Proposed Design Concept</b>	<b>20</b>	17.60	13.75	13.60	15.80
<b>Category Total</b>	<b>20</b>				
<b>D.</b>	<b>Points Possible</b>				
<b>Quality and usability of sign software</b>	<b>10</b>	8.60	7.00	8.00	8.20
<b>Category Total</b>	<b>10</b>				
<b>E.</b>	<b>Points Possible</b>				
<b>After Market support and warranty</b>	<b>10</b>	8.00	4.75	8.20	7.40
<b>Category Total</b>	<b>10</b>				
<b>F.</b>	<b>Points Possible</b>	<b>60.80</b>	<b>51.25</b>	<b>55.60</b>	<b>58.00</b>
<b>Cost Proposal</b>	<b>30</b>	\$ 789,305.00	\$ 885,664.00	\$ 937,156.55	\$ 1,010,960.50
<b>Rock Clause CUYD</b>		\$ 75.00	\$ 550.00	\$ 2,500.00	\$ 70.50
<b>Category Total</b>	<b>30</b>	\$ 789,380.00	\$ 886,214.00	\$ 939,656.55	\$ 1,011,031.00
<b>NM Resident Business Certification Preference</b>	<b>5</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>Total Points</b>	<b>100</b>	<b>90.80</b>	<b>77.97</b>	<b>80.80</b>	<b>81.42</b>

1

4

3

2

CPO Certification

