

REQUEST FOR PROPOSALS

THIS IS NOT AN ORDER

ADVERTISED RFP 1213-172 – Community Center LED Sign Project

RELEASE DATE: May 3, 2013

Carson City, a Consolidated Municipality, plans to purchase a programmable digital sign to replace the traditional sign that is in front of the City's Community Center. There will be multiple contributors of content to the sign, and the City needs a solution that allows for people in other areas to remotely update the sign content, both directly and by submitting content to an administrator. The City is requesting proposals for a turn-key digital signage solution with installation.

PROPOSALS shall be submitted to the **CARSON CITY FINANCE DEPARTMENT – PURCHASING AND CONTRACTS**, 201 N. Carson Street, Suite 3, Carson City, Nevada 89701, by no later than 2:00 p.m. on May 21, 2013.

RECOMMENDATION FOR AWARD will be made by the Public Works Department, Planning Division based on the evaluation results of the City Review and Selection Committee. Once the committee has made a recommendation and a contract is negotiated, the results will be posted on the City's website www.carson-city.nv.us/Index.aspx?page=998 and all respondents will be notified by fax of the Recommendation for Award to the successful respondent.

FINAL SELECTION will be made by the Public Works Department. Should it become necessary to reschedule the date set for award, notice will be provided to those finalists selected. In all instances, a decision rendered by Carson City shall be deemed final.

1 INTRODUCTION (General Information)

- 1.1 Carson City invites qualified firms to submit proposals for the purchase of a programmable digital sign to replace the traditional sign that is in front of the City's Community Center. Proposals shall be submitted in accordance with the Documents and Requirements as set forth in the formal "Request for Proposals." The Contract that will result from this "Request For Proposals" will include what is indicated in Section 4 of this RFP.
- 1.2 A City Review and Selection Committee will evaluate the proposals submitted.
- 1.3 During evaluation, the City Review and Selection Committee reserves the right, where it may serve the City's best interest, to request additional information or clarification from the Consulting Firm, or to allow corrections of errors or omissions. Oral interviews may be conducted by the City Review and Selection Committee for the Consultants who submit a Proposal and were short listed.
- 1.4 Submission of a proposal indicates acceptance by the Consulting Firm of the conditions contained in this Request for Proposals, unless clearly and specifically

PROVISIONS AND REQUIREMENTS

noted in the proposal submitted and confirmed in the resultant contract between Carson City and the Firm selected.

- 1.5 The use of the term "firm" refers to Consultant Firms with certified personnel, doing business in the United States and duly registered in the State of Nevada with business license paid to the City and County of Carson City after selection of the firm. With this type of project, the City may accept one or more firms teaming up for joint venture with a Nevada-based firm to prepare the required services, but the City will recognize such a consortium as a single entity only with one juridical personality.
- 1.6 There is no expressed or implied intent or obligation for Carson City to reimburse responding firms for any expenses incurred in preparing proposals, as well as, travel expenses during interviews in response to this Request for Proposals.
- 1.7 Carson City shall reserve the right to terminate any agreement resultant from this solicitation and subsequent action for cause but not limited to inadequacy of performance.

2 CARSON CITY CONTACT PERSON:

- 2.1 Until the receipt and opening of proposals, the proposers' principal contact with Carson City will be as listed below. All questions are to be submitted in writing and potential Proposers will receive copies of all questions and answers except for the questions that are considered proprietary. Questions will only be received through 12:00 p.m. on May 14, 2013.

Kim Belt
Purchasing and Contracts Manager
Carson Finance Department – Purchasing and Contracts
201 N. Carson Street, Suite 3
Carson City, NV 89701
775-283-7137
e-mail: KBelt@carson.org
FAX: 775-887-2107

- 2.2 All contacts regarding the proposal should be with the above-named individual only. Proposers contacting other City staff or City officials may be disqualified for doing so.

3 BACKGROUND INFORMATION:

- 3.1 Introduction: 1. Carson City, a Consolidated Municipality, plans to purchase a programmable digital sign to replace the traditional sign that is in front of the City's Community Center. There will be multiple contributors of content to the sign, and the City needs a solution that allows people in other areas to remotely update the sign content, both directly and by submitting content to an administrator. The City is requesting proposals for a turn-key digital signage solution with installation.

PROVISIONS AND REQUIREMENTS

4 SCOPE OF WORK:

1. Removal of existing sign, including:
 - a) Removal and disposal of existing lighted canister, structure and all construction debris, including existing footings and soil. Landfill slips will be provided so that the successful contractor may dispose of materials from the project at the landfill with no tipping fees.
2. Complete design of new sign, including engineering of footings, supports, all electrical systems, coordination with NV Energy for the new power service and all other components related to the sign.
3. Sign design and construction incorporate the attached site plan and detail.
4. Acquisition of Carson City Sign Permit for sign, including all necessary inspections. The sign permit will be issued as a "No Fee permit", with no permit fees charged to the contractor. (The required Special Use Permit will be provided by Carson City.)
5. Sign manufacture a complete and turnkey installation to full operation of **a double-faced exterior LED message board sign at the existing sign site, to include:**
 - a) New structure and footing
 - b) Programmable full color LED panels of approximate active size of 14 feet wide x 6 feet tall, **with either 16mm or 20mm pixel spacing as noted herein.**
 - c) Internally illuminated sign beneath LED panels, displaying at least 11" tall letters displaying "COMMUNITY CENTER". Font to be selected by Carson City from examples provided by contractor.
 - d) Support structure to have textured wrap per Carson City Planning Dept. standards. Color and style to be selected by Carson City from examples provided by contractor.
 - e) Finish colors for non-sign surface to match or complement existing Community Center colors. Color to be selected by Carson City from examples provided by contractor.
 - f) Displays must be UL or ETL listed. Cabinet color shall be black. Louvers or other devices shall provide shading from the sun, increasing contrast ratio and producing maximum color contrast.
 - g) 10" non-illuminated address numbers mounted to each side of exterior structure. Font to be selected by Carson City from examples provided by contractor.
 - h) Two wired outlet boxes on the south end of the sign base cover Specifications of outlets are as follows:
 - One 20 amp 125v 2 Pole, 3 wire GFCI Duplex receptacle and related appurtenances. Receptacle shall be Leviton SmartlockPro or approved equal. Receptacle cover shall be Intermatic WP1010C Metal receptacle cover or approved equal.
 - One 50 Amp, 125/250 VAC, 3 Pole, 4 Wire California Style Female Locking Receptacle and related appurtenances. Receptacle shall be Cooper CS6369-N or approved equal. Receptacle Cover shall be Cooper 7770 receptacle cover for 50 amp outlet or approved equal
 - i) Sign height approximately 19 ft. from finished grade; maximum 20 ft. from finished grade.
6. New sign to be installed and operational within 10 working days of removal of existing sign, subject to \$250 per day liquidated damages per the General Conditions of Carson City's contract documents.

PROVISIONS AND REQUIREMENTS

7. Restoration of site to a condition equal to or better than the condition prior to the start of the project.
8. Through coordination with the Construction Manager, sign contractor shall take all necessary steps to minimize damage to existing lawn.
9. All work shall be in accordance with Carson City's contract documents including the General Conditions. Contractor shall provide evidence of insurance in accordance with the City's contract requirements.

Operating system with the following components, or alternative components that accomplish the objectives. Software must operate on Windows XP/Vista/7 platform, or be browser or appliance-based.

1. 1 host base operating computer with sign operating program and wireless connectivity to the sign for location in an appropriate office at the Community Center. Base operating computer accessible via internet, with wireless communication to the LED sign.
2. Provide pricing for additional copies of operating programs for installation on existing computers, capable of real-time access and programming of the host computer via internet access.
3. System and software upgrades at no charge for minimum of 5 years.
4. Operations Training: standard on-line or other operations training for minimum of 5 people, with hard-copy operating manuals.

Warranties:

1. Initial warranty of all provided services and products. Minimum warranty of all items shall be one year.
2. Minimum 5-year limited warranty of LED panels and operating system.
3. Post-installation Service/Maintenance Agreement: outline and provide pricing for a minimum 1-year and maximum 3-year renewable agreement.
4. Detail and provide pricing for any additional warranties as available.

4 RFP REQUIREMENTS:

4.1 Submission of RFP Proposals:

- 4.1.1 Submit a well-considered and thorough written plan for the construction, installation and maintenance of an Electronic Message Center as outlined in this RFP. The sign and electronic message center components must meet the listed specifications or explain deviations. Pricing must be listed on the proposal. No sales tax should be included in the proposal.
- 4.1.2 Proposals should include pricing for both **20mm and 16mm pixel LED matrix spacing (or comparative spacing)**.
- 4.1.3 Comment on all of the Evaluation Factors for Award listed herein.
- 4.1.4 A master copy (so marked) of the Proposal and four (4) copies to include a title page showing the RFP subject; the firm's name, address, telephone number and fax number of a contact person. The Proposal must be received on or before the date and time set for receipt of proposals.

Proposals shall be clear, straightforward, and not exceed 30 pages in length not including company brochures. Company brochures are provided as attachments to the 30 pages referenced above.

PROVISIONS AND REQUIREMENTS

5 EVALUATION OF PROPOSALS/PROPOSAL REQUIRED INFORMATION:

- 5.1 Proposals submitted will be evaluated by the City Review and Selection Committee.
- 5.2 The Committee may call for **oral interviews**. The City reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether or not said proposal is selected.

5.3 **The evaluation factors in the selection process:**

The factors listed in this section will weigh heavily into the City's decision making process on this project. These evaluation requirements are considered to be minimum requirements. More points may be awarded for exceeding the minimum requirements.

Operational cost projections, including warranties and post-install support

Discuss your company's capability to provide trained support and service staff and the response time for both telephone and/or on-line support and on-site support and service. Discuss your firm's ongoing maintenance programs as they relate to electronic message centers. Also answer the following questions:

1. The City projects a life-span of 20 years for this investment. What is the projected life-span of your product?
2. What are your recommendations to the City in order to ensure such a life span?
3. What kind of costs should the City anticipate over the 20-year life span?
4. Do you suggest spare parts be kept on hand? What kind, and approximately how much would they cost?
5. What is the cost for any support beyond the initial warranty and initial service period? In other words, what are the costs for support that the City would incur that are not covered by the initial contract?

Contractor's successful experiences with comparable LED sign projects

Previous recent experience with this type of project is very important. Provide references from at least three local entertainment, conference or publicly funded venues in Northern Nevada, preferably where your company has installed similar electronic units within the past five years. Please list the project name, construction manager or owner contact name, phone number and/or email address, as well as a description of the project, and a project valuation.

1. Is there a sign in operation that is identical to the one you are proposing that would be practical for a City staff member to go see?
2. Will there be more than one company involved in this project? In other words, will the installing company also be the manufacturer(s) of the sign components? Describe any such partnerships.

Quality and features of LED message panels and sign

1. Describe how you will assure that only high quality commercial work will be provided.

PROVISIONS AND REQUIREMENTS

2. Bidder shall provide LED RGB message centers with displays shall be constructed of red, green, and blue diodes in a 3-in-one surface mount diode and arrayed into a matrix display. Explain if your product is different.
3. Describe how sign is accessed for service.
4. Describe your system specifications for the following areas for both pixel pitches requested:
 - a) Minimum Physical Pixel Pitch: _____
 - b) Minimum Diode Density: _____
 - c) Minimum Frame Rate: _____
 - d) Minimum Image Processing: _____
 - e) Minimum Color Processing: _____
 - f) Minimum Intensity: _____
 - g) Minimum Dimming levels: _____
 - h) Minimum Horizontal Viewing angle: _____
 - i) Minimum Vertical Viewing angle: _____
 - j) Minimum colors: _____
 - k) Power usage of each display: _____
 - l) Minimum and maximum sign luminance in foot-candles: _____ & _____.
 - m) Ability of the sign to adjust brightness relative to ambient lighting conditions.
5. Describe sign programming features such as content management, hold time variations, transitions and timing.
6. Describe How long has this sign and equipment been in production, and how long is the anticipated lifecycle.

Sign design

Provide a depiction of what the finished sign might look like. The sign should complement the Community Center architecture without excessive embellishments.

Overall project cost

Pricing proposed in this section will be evaluated based on lowest cost to the city for the items listed in this RFP. Please explain pricing for a sign or sign elements that differ from listed specifications. Note that the city is requesting pricing for 2 pixel pitches, one approximately 16mm and the other approximately 20 mm. Please provide pricing and details for the two pixel pitches requested.

Operating system

Please describe the useability and effectiveness of the operating system, including addressing the following items:

1. Describe the tools needed to create and manage sign content. Will these tools be available to all content contributors?

PROVISIONS AND REQUIREMENTS

2. What kind of content can the sign management program accept? What kind of video files, streamed video, images, and ticker-content will the system and sign support? Provide a list of specific file formats supported.
 3. Can different signage software that which you are proposing be used to manage the display?
 4. Is the software that you are proposing appropriate for use by non-technical staff?
 5. Does the sign management program display in "what-you-see-is-what-you-get" mode?
 6. What kind of training and technical support would be appropriate for the solution you are proposing? If needed, how will the City get training and support after year 1? What will the cost be?
 7. Is the software you are proposing considered multiple user? Does the system support multiple user IDs and one or more administer accounts?
 8. Describe how remote users will access the system.
 9. Does your system provide for an administrator who can approve, disapprove, or override submissions by others?
 10. The City has a requirement for 3 or 4 executives (E.g., Sheriff, Fire Chief) to be able to override all other content in case of an emergency. How will your proposed solution address that?
 11. Does your system keep a log of changes, who made them, when they were made, and what the change was?
 12. Describe the capabilities of your proposed system to schedule the rotation of the content. Can the user or administrator control the duration? How can an administrator override content
 13. Is the system you are proposing scalable? Can it support multiple LED signs, should the city acquire more of them?
 14. Are there minimum specifications that are required for the Internet connection to the system? What is required to connect the control system to the sign?
 15. What is the typical amount of down time, scheduled and unscheduled, that the City can expect from the operating system?
- 5.4 Proposers shall send their completed Proposals to the following person at the address indicated. Further, they should indicate the RFP number and Firm Name on the outside of the sealed Proposal Package to:

Kim Belt, Purchasing and Contracts Manager
Carson City Finance Department – Purchasing and Contracts
201 N. Carson Street, Suite 3
Carson City, Nevada 89701

6 RIGHT TO REJECT PROPOSALS:

- 6.1 Submission of proposal indicates acceptance by the Consulting Firm of the conditions contained in this RFP unless clearly and specifically noted in the proposal submitted and confirmed in the subsequent contract between Carson City and the Consulting Firm selected.

PROVISIONS AND REQUIREMENTS

- 6.2 Carson City reserves the right to reject any or all proposals and to award to the proposer the City deems most qualified and whose award of the contract will accrue to the best interests of the City.
- 6.3 **Late proposals will not be accepted.** Prospective proposers are held responsible that their proposals arrive at the Carson City Finance Department - Purchasing and Contracts on or before the designated time and date.

7 WITHDRAWAL OF PROPOSALS:

- 7.1 Requests to withdraw proposals received after the date and time set for opening and acknowledging proposals will not be considered.

8 CONTRACT TERMINATION:

- 8.1 Carson City reserves the right to terminate the contract if the Consultant does not perform as required by the terms of the contract. Reasons for termination may include, but are not limited, to the following:
- 8.1.1 Failure to provide sufficient personnel as identified in the RFP.
 - 8.1.2 Failure to provide the principal Team as submitted.
 - 8.1.3 Substitution of the Team or other identified personnel without prior approval of Carson City.

9 OBJECTION BY UNSUCCESSFUL PROPOSER:

- 9.1 Any unsuccessful Proposer may file an objection to the City regarding the selection of the City Review and Selection Committee by following the procedure outlined in Paragraph 11.2 below. Information on the results of the Committee's evaluation may be obtained upon request and will be emailed to each respondent.
- 9.2 Any objection shall be written and submitted to the Finance Department – Purchasing and Contracts before the recommendation shall be scheduled to be heard by the Board of Supervisors. The objection will be placed on the next available Board of Supervisors meeting agenda.

10 ATTACHMENTS:

- 10.1 Sample Contract

*** END OF DOCUMENT ***