

Outdoor Public Information System Solicitation Process Results

Governing Board - December 14, 2012



July 2012 Governing Board



- **Staff presented proposed OPIS RFP**
- **Staff committed to return to the GB upon completion of the solicitation process to request authorization of the official ranking of short-listed firms and authorize staff to begin negotiations to enter into a 10-year agreement with two five-year extension options at the District's discretion.**



SB 1986/s. 373.618, F.S.:

“The Legislature believes that it is in the public interest that all water management districts created pursuant to s. 373.069 own, acquire, develop, construct, operate, and manage public information systems.”



SB 1986/s. 373.618, F.S.:

- **Authorizes WMDs to build and maintain (outdoor) public information systems on their property**
- **WMD funds may not be used to pay for program**
- **To be funded with revenues from sponsor advertisements**
- **Must display essential public service announcements (PSAs), i.e., weather/flood threats, water conservation, Amber/Silver alerts**

OPIS Program Primary Goals



- **Develop a public information system pursuant to SB 1986/s. 373.618, F.S.**
- **Augment land management budget with sponsor fees**
- **Capitalize on major highways and canal intersects**
 - **Minimize intrusion into natural areas**
 - **Coordinate with FDOT/local governments**



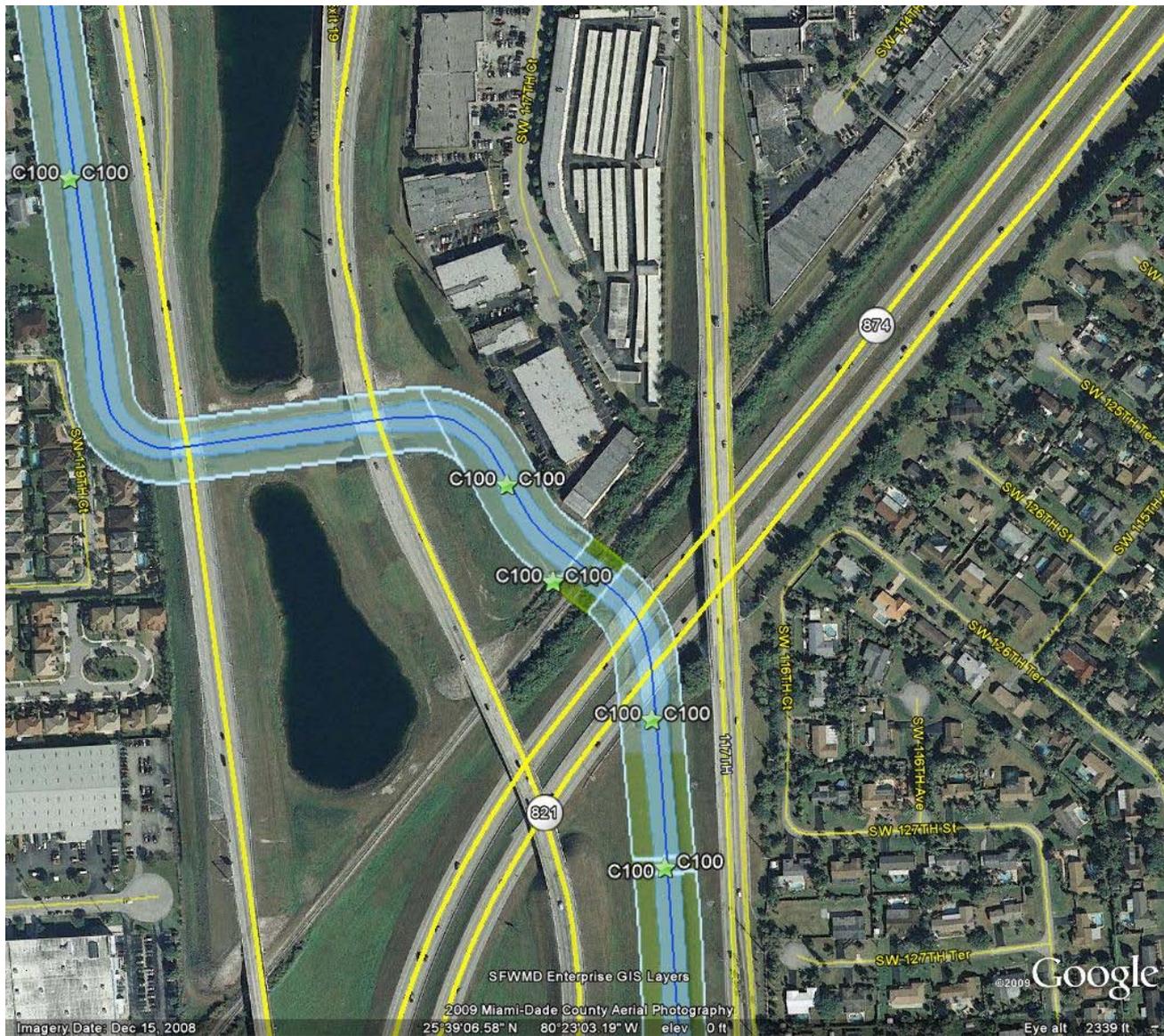


Program Guidelines



- **Pilot program primarily on fee-owned rights of way**
 - **Board to approve sites prior to construction**
- **Select qualified firm to permit, develop, manage, fund program**
 - **One year to construct up to 10 sites**
 - **Optional 2nd year to construct up to 20 more sites**
 - **10-year agreement, two 5-year extensions at District's discretion**
 - **Allowance for Amber/Silver Alerts, Emergency PSAs**
 - **Minimum 5% annual digital space for other PSAs**
 - **District to receive at least 15% of total revenues**
- **District to own sites and associated facilities**

Example: Potential Site Location





Evaluation Criteria



- **Implementation approach**
- **Qualifications and experience**
- **Environmental, community, and other considerations**

RFP 6000000534 Results

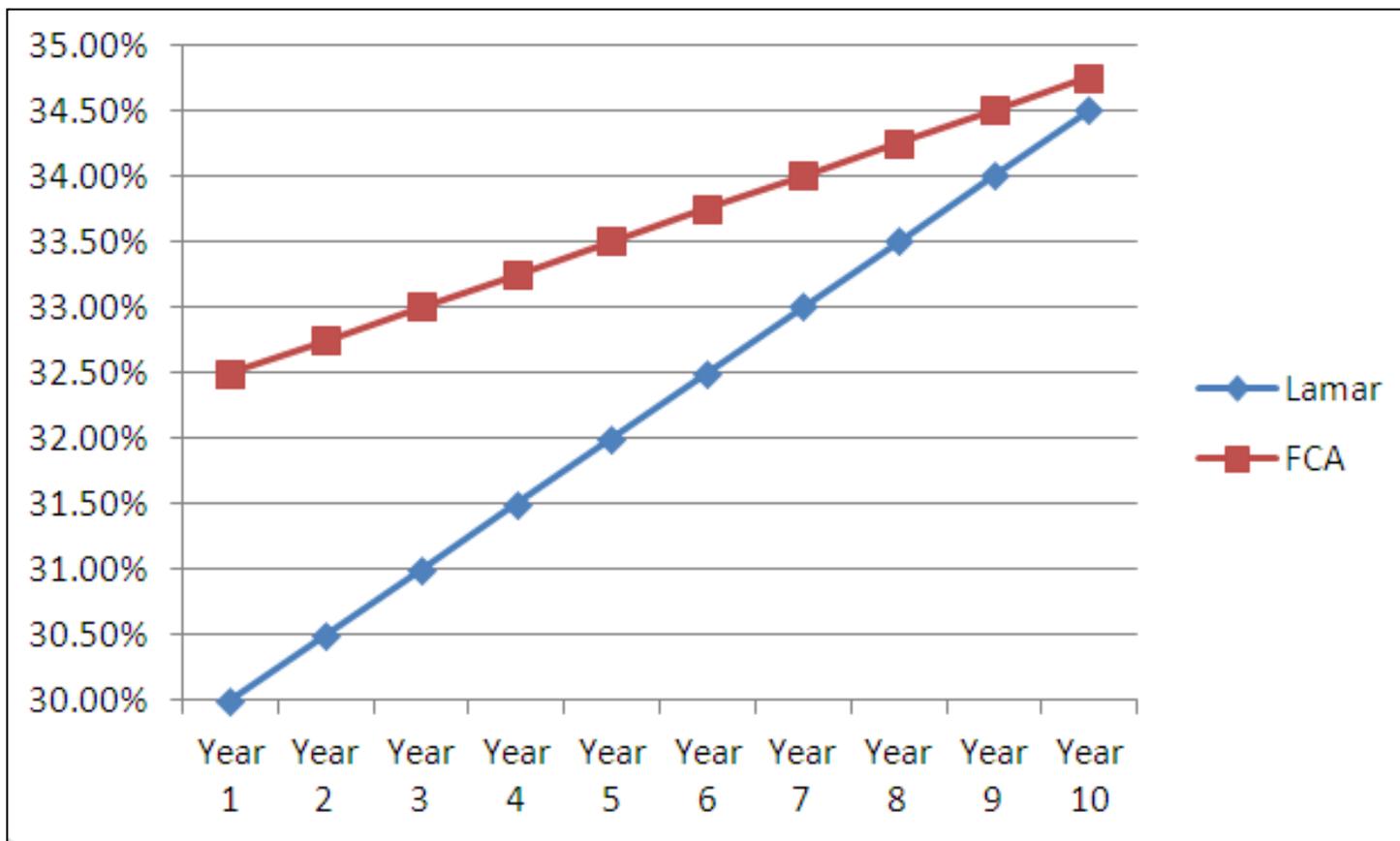


- **Four proposals received October 31, 2012; oral presentations conducted in November**
- **Proposals evaluated and ranked as follows:**
 1. **The Lamar Company, LLC**
 2. **Florida Communication Advisors, LLC**
 3. **CBS Outdoor, Inc.**
 4. **Sign Pro of North Florida, Inc.**
- **Top two firms were separated by one point**
- **3rd and 4th firms were 13 and 20 points lower on a 100-point scale**



- **Top two firms were strong in the areas of:**
 - **Identification of sites**
 - **Coordination with FDOT and local governments**
 - **Knowledge of the District and the proposed program**
 - **SB 1986/s. 373.618**
 - **Experience**
 - **Implementation plan**
 - **Revenue-sharing**
 - **Other evaluation criteria**

RFP 6000000534 Proposed District Revenue Share



Proposed District Revenue Share (Vendor Example)



Revenue Sharing Proposal										
10 structures with 2 digital faces per structure										
Timeline	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10
# of digitals	0-20	20	20	20	20	20	20	20	20	20
Share %	0.3	0.305	0.31	0.315	0.32	0.325	0.33	0.335	0.34	0.345
Revenue Share	1,062,720	2,187,875	2,268,216	2,350,897	2,435,977	2,523,520	2,613,590	2,706,253	2,801,578	2,899,633
30 structures with 2 digital faces per structure										
Timeline	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10
# of digitals	0-52	52-60	60	60	60	60	60	60	60	60
Share %	0.3	0.305	0.31	0.315	0.32	0.325	0.33	0.335	0.34	0.345
Revenue Share	1,594,080	6,348,979	6,582,121	6,822,050	7,068,944	7,322,984	7,584,358	7,853,258	8,129,880	8,414,426



RFP 6000000534 Moving Forward



- **Pilot program**
- **Negotiate contracts with top two firms**
- **Assign a specific region to each firm**
- **Start with a total of up to 10 OPIS sites; each firm constructs 5 OPIS sites**
- **Come back to board for approval of the 10 sites prior to construction**
- **Evaluate program success and, if successful, return to GB with recommendation for additional sites**



Staff Recommendation



Approve the official ranking of short-listed firms and authorize staff to begin negotiations with The Lamar Company, LLC, and Florida Communication Advisors, LLC to enter into a 10-year agreement with two five-year extension options at the District's discretion, subject to successful negotiations, to develop and manage an Outdoor Public Information System on District-owned rights of way/lands in accordance with s. 373.618, F.S.