

**Office of Procurement Services**

P.O. Box 7800 • 315 W. Main St., Suite 416 • Tavares, FL 32778

Solicitation Number: **25-525**Solicitation Title: **TRANSIT ADVERTISING**Pre-Solicitation Conference: **See Section 3.0**

Last Day to Ask Questions: **04/04/2025**CLOSING DATE: **04/24/2025** CLOSING TIME: 3:00 P.M. Eastern

Vendors shall complete and return all information requested by the specified time and date or Submittal shall be rejected.

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# **PURPOSE OF REQUEST SOLICITATION**

Lake County, Florida seeks competitive sealed submissions to furnish **TRANSIT ADVERTISING**. This solicitation is officially posted on the County’s website <https://lakecountyfl.gov/procurement-services> exclusively.

# **EXHIBITS**

Exhibit A – Scope of Services

Exhibit B – Insurance Requirements

Exhibit C – [General Terms and Conditions for Lake County Florida](https://lakeumbraco.azurewebsites.net/media/krwgfnt0/general-terms-and-conditions-v-5-6-21-ada.pdf) dated 5/6/21.

Exhibit D – Fixed Route and Paratransit Vehicle Inventory

Exhibit E – Fixed Route Vehicle Advertising Placement Zone

Exhibit F – Paratransit Vehicle Advertising Placement Zone

Exhibit G – Advertising Standards

Exhibit H – Sample Contract

# **ATTACHMENTS**

Attachment 1 – Submittal Form

Attachment 2 – Reference Form

Attachment 3 – Combined Affidavit - Foreign Entities & Human Trafficking

# **POINT OF CONTACT**

Direct all inquiries to the Contracting Officer (official point of contact) listed:

Gretchen Bechtel, CPPB, Contracting Officer II

Telephone: 352-343-9839

E-mail: [Gretchen.Bechtel@LakeCountyFL.gov](mailto:Gretchen.Bechtel@LakeCountyFL.gov)

# **PRE-PROPOSAL CONFERENCE – N/A**

# **QUESTIONS, EXCEPTIONS, AND ADDENDA**

## Vendors must examine all solicitation content including the [General Terms and Conditions for Lake County Florida](https://lakeumbraco.azurewebsites.net/media/krwgfnt0/general-terms-and-conditions-v-5-6-21-ada.pdf).

## All communication, inquiries, or requests for exceptions shall be directed to the Contracting Officer listed in Section 4.

## The last day for questions or requests for exceptions is 00/xx/2024.

### An addendum may be issued in response to any inquiry received, which changes or clarifies the terms, provisions, or requirements of the solicitation.

## No responses to questions submitted will be binding unless released in writing as an addendum to the solicitation and posted on the [Formal Solicitations site (lakecountyfl.gov)](https://c.lakecountyfl.gov/offices/procurement_services/view_all_bids.aspx?mylakefl=True) for this solicitation. Where there appears to be a conflict between this solicitation and any addenda, the last addendum issued will prevail.

## Vendors are responsible to ensure receipt of all addenda and any accompanying documentation. Failure to acknowledge each addendum may prevent submissions from being considered for award. The solicitation due date is static unless notified via addendum.

## Process or procedure questions may be asked of the Contracting Officer at any time.

# **METHOD OF AWARD**

Each Submittal will be evaluated for conformance as responsive and responsible using the following criteria in order of importance:

## Proper submittal of ALL documentation as required by this Solicitation. (Responsive)

## The greatest benefits to Lake County as it pertains to: (Responsible)

### Firm’s qualifications;

### Proposed materials and plans to accomplish tasks;

### Proposed Minimum Annual Guarantee;

### Past Performance. Submit three to five verifiable references/projects completed within five years similar in magnitude to the Solicitation. List no more than two Lake County Government projects. Use Attachment 3 – References Form;

### All technical specifications associated with this Solicitation; and

### Financial Stability: Be prepared to supply a financial statement upon request, preferably a certified audit of the last available fiscal year.

### Any additional submittal requirements.

## Award will be made to the most responsive, responsible Vendor whose Proposal represents the best overall value to the County when considering all evaluation factors (no additional details).

## Per Section 287.05701, Florida Statutes, the County will not request documentation of or consider a vendor’s social, political, or ideological interests when determining if the vendor is a responsible vendor.

## County reserves the right to make awards to one or more Vendors to reject any and all offers or waive any minor irregularity or technicality in Proposals received.

## Submissions received before the closing date and time listed will be opened, recorded, and accepted for consideration. Vendors’ names will be read aloud and recorded. Submittals will be available for inspection during normal business hours from the Office of Procurement Services thirty (30) calendar days after the Solicitation due date or after recommendation of award, whichever occurs first.

# **DELIVERY AND SUBMITTAL REQUIREMENTS**

## Hand delivery of submittals will not be accepted.

## RESPONSES MUST BE SUBMITTED THROUGH THE SOLICITATION RESPONSE PORTAL TO BE CONSIDERED – [Click Here for the Submission Portal.](https://procurement.lakecountyfl.gov/login)

## A response will not be accepted if completed and submitted after the official due date and time.

## Submission indicates a binding offer to the County and agreement of the terms and conditions referenced in this Solicitation. Do not make any changes to the content or format of any form without County permission. All information must be legible.

## Submittal must be organized into the following major sections. Create and upload a file for each section:

### **Vendor Profile**

* Statement of Interest & Understanding of Project
* Firm Profile / Firm History
* Completed Attachment 2 – Reference Form
* Completed Attachment 3 – Affidavit, Contracting with Foreign Countries of Concern
* Program Manager: List the name, business address, telephone number and e-mail address of the program manager for the project. Provide a resume of the individual’s background and skills in managing similar projects
* Include copies of any required licenses or permits

### **Forms**

* Completed Attachment 1 – Submittal Form
  + Submittal must be signed by an official authorized to legally bind the firm to its provisions. Include a memorandum of authority signed by an officer of the company if the signor is not listed as a corporate officer on the firm’s SunBiz registration.
* Proof of [Sunbiz.org](https://dos.myflorida.com/sunbiz/) registration
* Completed W-9 form
* Completed Addenda issued. Failure to include signed addenda may be cause for Submittal to be considered non-responsive
* Proof of insurance or evidence of insurability at levels in Exhibit B – Insurance Requirements
* Any Contractor required licenses
* Descriptive literature

### **Subcontractors/Joint Ventures**

* List of proposed subcontractors or joint venture arrangements that may be used on the project.

### **Proposed Solution**

* Propose a Minimum Annual Guarantee (MAG) for advertising services. For purposes of this RFP, annual gross revenue from the Contractor includes all sources of revenue derived from the resulting Contract.
* Propose a minimum percentage of space allotted for promoting Lake County Board of County Commissioners’ interests.
* Provide a concise description of the approach and process to successfully complete the work to be performed including any specific staffing or equipment resources. Multiple alternate solution Proposals may be submitted with the same degree of detail. LIMIT PAGE COUNT
* Provide a brief work plan describing how Contractor will provide the required services. Include advertising capabilities and resources. Provide a concise description of the marketing plan, including but not limited to, staffing levels, marketing and servicing the ads, etc., and securing business from local, regional, and national advertisers. Provide a concise description of the materials to be used and advertising space allotted at no cost for Lake County Board of County Commissioners use to promote services (parks, libraries, etc.). The Contractor shall include a Quality Control Program describing how the Contractor intends to meet the Contract’s requirements for content control, maintenance, and advertising removal.
* Describe any exceptions to requirements stated in the RFP document or associated addendum.

### **Financial Stability**

* Provide a financial stability statement indicating the firm has the necessary resources (human and financial) to provide the services at the level required by the County. The County reserves the right to request a financial statement, a certified audit, or a third party prepared financial statement. The County reserves the right to use a third-party company to verify financial information provided. Provide similar information for a subcontractor or joint venture arrangement.

### **Litigation**

* Information on the nature and outcome of litigation and proceedings for the previous three (3) years where the firm has been involved in any matter related to professional activities.

### **Other Information**

* Include any additional data that Vendor deems pertinent to the understanding and evaluating of the Proposal

## PRESENTATIONS/ POST-DISCUSSIONS AFTER PROPOSAL RESPONSE

### County, at its sole discretion, may ask for an oral presentation or demonstration without charge to the County. County reserves the right to require the Vendor to demonstrate to the satisfaction of the County that the Firm has the fiscal and technical ability to furnish the requirements of the Solicitation. The demonstration must satisfy the County, and the County will be the sole judge of compliance.

### County may commence contract negotiations in accordance with the method of award specified. The County reserves the right to conduct discussions with Vendors having a realistic possibility of contract award to include requests for additional information and requests for “best and final” offers.

### Vendors must not assume they will be asked to make a presentation or asked for a “best and final” offer and must include all pertinent and required information in their original Proposal.

## County is not liable or responsible for any costs incurred in responding to this Solicitation including, without limitation, costs for product or service demonstrations if requested.

## Interested parties may listen to the 3:01 P.M. solicitation opening by calling 1-321-332-7400, Conference ID 971 920 36# or clicking on this link: [Join Microsoft Teams Meeting](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NTc2MGM4YWYtYjcxYy00NjIxLTg3MjEtMzQzYTNiN2QyODQ1%40thread.v2/0?context=%7b%22Tid%22%3a%228499232e-a71a-45ed-aeca-64041089512e%22%2c%22Oid%22%3a%222b878da3-a65c-47a7-9def-0cf7f970014f%22%7d)

## County owns and retains all proprietary rights in its logos, trademarks, trade names, and copyrighted images (Intellectual Property). Nothing in this solicitation permits or shall be construed as authorization to use or display County’s Intellectual Property on Respondent’s submittal documents or proposal (including any exhibits attached thereto) in response to this solicitation. Unless expressly authorized in writing by County, a Respondent is not authorized and shall not make use of or display any County Intellectual Property on or in its proposal or submittals. Unauthorized use of County’s Intellectual Property may constitute trademark and copyright infringement in violation of federal and state laws. It is a violation and deemed a second-degree misdemeanor under Florida Statutes Section 165.043.

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