

## SOLICITATION SIGNATURE PAGE

(Please attach to Goal Setting Worksheet and API Recommendation Form) Presented at GSC Meeting: 05/21/2025

Palm Tran Department/Division		
Transit Advertising Project Name/Number		
Felicia Byrd		
561-276-1229 Phone/ E-mail		
Estimated Date of Advertising	Estimated Dollar Value of Project _	\$235K-5 yrs w/ \$500K Revenue per year
Request for Proposal Type of Solicitation		
DEPARTMENT/DIVISION/OFFICE	SIGNATURE AN	ID DATE
Originating Department/Division	Donald Livernois, R	4/23/25 Zeu Admin
Department/Division Director	The	y py ps
OEBO	Ting Neito	05/13/25

Goal Setting Committee Chairperson

Rev. 12/2023 - OEBO



# **Solicitation Review and API Recommendation**

Department/Division Palm Tran	
Project Name/Number Transit Advertising	
Contract Manager Felicia Byrd	
Phone/e-Mail fbyrd@pbc.gov	
	Estimated Dollar Value of Project
Type of Solicitation RFP with Revenue (\$500	

The following steps have been taken in the review of the scope of services and terms:

#### EARLY/FORMAL REVIEW\*



A review of the Terms and Conditions of the solicitation and contract has been reviewed and removed any language or conditions that may adversely impact S/M/WBE firms to respond.

Special contract requirements are included due to the following:

# This solicitation has been reviewed to identify opportunities for De-Bundling or Aggregating to increase competition among S/M/WBE firms.

This solicitation review has considered and determined this contract is sized to maximize S/M/WBE participation in the bidding process. The following steps were taken:



1



The following opportunities have been combined to increase the competition among S/M/WBE firms:

✓	The selection criteria will not unnecessarily restrict competition or adversely impact the ability for S/M/WBE firms to respond or participate as subcontractors. The following steps were taken:
<ul> <li>✓</li> </ul>	The project will be advertised for a minimum of 30 days unless where practical or for a longer period if required by state law.
✓	Researched relative availability for the particular good or service at the prime and subcontractor levels.
	Consult with department management which API will create maximum opportunity for S/M/WBEs or prepare Waiver.
	Complete Goal Setting form with backup documentation.
	The originating department has determined there are no S/M/WBE subcontracting opportunities and have included documentation associated with the <b>No API</b> recommendation on the Goal Setting Worksheet.
✓	Forward to the OEBO for review.
✓	If the OEBO agrees, submit to the Purchasing or Originating Department.
✓	If the OEBO disagrees, change and submit to Purchasing or Originating Department.

#### MANDATORY REVIEW

Complete Department Goal Setting Form, attach to Solicitation Document and forward to the OEBO for the Goal Setting Committee.

\*A Solicitation Signature Page should be attached and signed at each step of the review process.

#### GOAL SETTING

Project Summary Worksheet Availability Adjustment/Weighting

ORIGINATING DEPARTMENT:		Palm Tran			DATE	April 15, 2025
SOLICITATION NAME:	Transit Adv	ertising			PROJECT No.	
	RFP		CATEGORY:	NO	N-CCNA-PROF. SVCS	

SCOPE OF PROJECT:

Palm Tran is seeking Palm Tran is seeking qualified advertising firms to utilize Palm Tran Buses as an advertising medium to create Revenue. The qualified vendor would also provide Media Trade and County advertising on Palm Tran buses and at Palm Tran's intermodal at cost. The initial term of the contract is three (3) years with two (2) 1-yr renewal options. Historical Revenue Generated is approx. \$500k annually, Historical Spend is \$60K Annually. **\*\*\*Estimated spend per year is \$47,000** 

COMMODITY			PERCENTAGE OF
	PRIMARY DISCIPLINE/TRADE DESCRIPTION	ESTIMATED COST	PROJECT COST
91501	Advertising Agency Services	\$ 100,000.00	42.55%
55762	Signage, Advertising Type (Interior and Exterior)	\$ 50,000.00	21.28%
	Graphic Arts Services (Not Printing)	\$ 40,000.00	17.02%
96546	Graphic Design Services for Printing	\$ 20,000.00	8.51%
25526	Decals, Pressure Sensitive Adhesive	\$ 15,000.00	6.38%
80158	Signs: Billboard, Advertising, etc.	\$ 10,000.00	4.26%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
			0.00%
		\$235,000.00	100.00%
AVAILABILITY			

RACE/ETHNICITY								TOTAL FIRM	PERCENT OF WORK		
								Total	NON-		
COMMODITY	SBE	WBE	M/WBE	AABE	NABE	HABE	ABE	S/M/WBE	S/M/WBE		
91501	1	0	3	2	0	1	0	4	27	31	42.55%
55762	1		2	1		1		3	34	37	21.28%
91548	0	2	7	4	0	1	0	7	44	51	17.02%
96546	2	3	8	4	0	0	1	10	80	90	8.51%
25526	1	1	3	1	0	1	0	4	14	18	6.38%
80158	1		1	0	0	0	1	2	30	32	4.26%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
0			0					0	0		0.00%
Total	6	6	24	12	0	4	2	30	229	259	100.00%

# **GOAL SETTING**

Project Summary Worksheet Availability Adjustment/Weighting

ORIGINATING DEPARTMENT:		Palm Tran							DATE	April 15, 2025	
SOLICITATION N	AME:	Transit Adv	vertising							PROJECT No.	
TYPE OF SOLICIT	ATION:	RFP						CATEGORY:	NC	ON-CCNA-PROF. SVCS	
COMMODITY	AVAILABIL	.ITY									WEIGHT
								Total	NON-		
COMMODITY	SBE	WBE	M/WBE	AABE	NABE	HABE	ABE	S/M/WBE	SMWBE		
91501	0.01373		0.04118	0.02745	0.00000	0.01373	0.00000	0.05491	0.37062		0.426
55762	0.00575		0.01150	0.00575	0.00000	0.00575	0.00000	0.01725	0.19551		0.213
91548	0.00000	0.00668	0.02336	0.01335	0.00000	0.00334	0.00000	0.02336	0.14685		0.170
96546	0.00189	0.00284	0.00757	0.00378	0.00000	0.00000	0.00095	0.00946	0.07565		0.085
25526	0.00355	0.00355	0.01064	0.00355	0.00000	0.00355	0.00000	0.01418	0.04965		0.064
80158	0.00133	0.00000	0.00133	0.00000	0.00000	0.00000	0.00133	0.00266	0.03989		0.043
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
0	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000		0.000
TOTAL	0.02624	0.01306	0.09558	0.05388	0.00000	0.02636	0.00228	0.12182	0.87818		
X 1	2.62%	1.31%	9.56%	5.39%	0.00%	2.64%	0.23%	12.18%	87.82%		

YTD UTILIZATION:

SBE MBE WBE AABE NABE HABE ABE	10	N.						
		SBE	MBE	WBE	AABE	NABE	HABE	ABE

# **GOAL SETTING**

Project Summary Worksheet Availability Adjustment/Weighting

ORIGINATING DEPARTMEN	NT:	Palm Tran			DATE: April 15, 2025
SOLICITATION NAME:	Transit Ad	vertising		PROJECT No.	
TYPE OF SOLICITATION:	RFP		CATEGORY:	NON-CCNA-PROF. SVCS	
			GALGON.		
AVAILABLE APIs: SBE Evaluation Prefer	rence for	Prime Bidders			
SBE Subcontracting (2					
DEPARTMENT RECOMMEN	NDED API:				
SBE Evaluation Prefe	rence for	Prime Bidders			
Felicia Byrd		-			13-May-25
DEPARTMENT REPRESENT	ATIVE NAM	Children .		13	3-May-25
DEPARTMENT REPRESENTA	ATIVE SIGN/	ATURE			
OEBO RECOMMENDED AP	1:				
SBE Subcontracting ( SBE Evaluation Prefer					
Terry Newton					5/13/2025
OEBO REVIEWER NAME					
Tany Neit	to a				5/13/25
OEBO REVIEWER SIGNATU	RE				
GOAL SETTING COMMITTE		NATION Ordinance	Reference:		
GOAL SETTING COMMITTE	E CHAIRPE	RSON NAME		GSC DATE:	
GOAL SETTING COMMITTE	E CHAIRPE	RSON SIGNATURE			