



City of
Peterborough

To: Members of the Committee of the Whole

From: Sandra Clancy, Director of Corporate Services

Meeting Date: July 27, 2015

**Subject: Report CPFS15-039
Award of P-13-15 Supply, Install and Maintain LED Sign at the
Peterborough Memorial Centre**

Purpose

A report to recommend award of Request for Proposals (RFP) P-13-15 to supply, install and maintain a LED sign at the Peterborough Memorial Centre (PMC).

Recommendation

That Council approve the recommendation outlined in Report CPFS 15-039, dated July 27, 2015, of the Director of Corporate Services, as follows:

That RFP document P-13-15, to Supply, Install and Maintain an LED sign at the Peterborough Memorial Centre, be awarded to Movingmedia, 1049 Crawford Drive, Peterborough, ON K9J 6X6 for a five year period from November 1, 2015 to October 31, 2020 with a potential extension up to five years.

Budget and Financial Implications

If the City were to replace the sign, it is estimated that the one-time cost would be over \$100,000 for the sign components and software. In addition, there would be ongoing operating costs and staff time to learn the technology, maintain the sign and sell the advertisements.

Instead of incurring those costs, by partnering with a digital signage company, the Peterborough Memorial Centre will receive free advertising in an amount estimated to be \$118,000 for the term of the contract and a shared revenue opportunity which will fund the related hydro cost to operate the sign and may provide another \$5,000 over the five year period. This revenue will reduce the net cost of operating the Peterborough Memorial Centre and would be shared with the Petes.

Background

Brief Description of the Work

The original pylon sign at the PMC was installed in 2003 as part of the renovation project. The sign's technology is now outdated and does not lend itself to successfully promoting sport and entertainment events happening within the facility.

While the primary purpose of the sign is to showcase the facility's events, the intent of this RFP is to partner with a company that would upgrade the sign at no cost to the City, providing a workable and more modern message for PMC events in exchange for the ability to advertise on the remainder of the sign.

The City is seeking to partner with a qualified vendor who will supply, install and maintain new east and west facing LED display boards within a modified version of the current pylon structure. The partner will fund the installation in exchange for the right to advertise on the refurbished sign. The sign will still promote PMC events and will be provided with some revenue from the sale of the advertising. The PMC's share of advertising revenue will be shared 50/50 with the Petes as are other advertising opportunities at the PMC.

Procurement Type, Closing, Prepared by, Reviewed by

The RFP closed on July 2, 2015 and was prepared by City staff. One submission was received and was reviewed by the Programs and Promotions Coordinator, the Purchasing Administrator, and the Planner – Urban Design.

RFP Statement

This solicitation process was an RFP where a number of criteria were used to evaluate submissions. The criteria and their relative weighting were clearly set out in the RFP document. Part 6, Section 6.4.3.i. of the City's Purchasing By-law 14-127 states that "as price is only one of the criteria evaluated, the award report will show the rating summary for each proponent and the total points. The award report will disclose the price of the recommended supplier but not the price submitted by other proponents."

RFP Bidder Submission Evaluation Chart

Chart 1 below provides a summary of the RFP results:

Chart 1 RFP P-13-15 Supply, Install and Maintain LED Sign at PMC

Evaluation Criteria	Maximum Score	Movingmedia
Relevant Experience	15	13.33
Project Understanding and Approach	5	3.67
Project meets the needs of the City	30	26.33
Service, Support and Warranty	15	14.00
Advertising	25	21.00
Shared Revenue Opportunities	10	5.33
Total	100	83.66

Recommended Bidder

It is recommended that P-13-15 be awarded to Movingmedia. Staff have evaluated the proposal and met with the proponent. The proposed Electronic Movable Copy Sign complies with the Sign By-law. It will include a full colour video display and a secondary banner style information centre across the bottom which will primarily operate as an events and information centre for the PMC. The PMC will also have some use of the video display. Movingmedia has provided several references of other similar work they have done and the feedback from their references were excellent.

Timelines

If the recommendation is approved, an agreement will be prepared and is to be signed by the CAO and Clerk, under their delegated authority to do so before the work commences.

The equipment will be ordered and installed and the LED sign will be live by November 1, 2015.

Summary

The RFP, P-13-15 for a company to supply, install and maintain the LED sign at the Peterborough Memorial Centre, can be awarded by Council.

Submitted by,

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Director of Corporate Services

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