

TOWN OF PINE RIDGE, SC



RFP 2022-02s

Digital Message Board Sign

May 6, 2022

**2757 Fish Hatchery Road
West Columbia, SC 29172
(803)755-2500
(803)955-0605 fax
www.townofpineridgesc.com**

RFP2022-02s

Overview

The Town of Pine Ridge is requesting proposals from qualified bidders to provide a complete turnkey Digital Signage Solution including complete installation and on location training. This system should be scalable, flexible and complies with the features/specifications as outlined in this RFP.

PROPOSALS ARE DUE BY 5:00 PM, FRIDAY, JUNE 3, 2022.

Subject to the conditions, provisions and the enclosed specifications, proposals with “RFP2022-02s” clearly marked on envelope, will be received at this office until the stated date and time and then presented to Council on June 14, 2022, @7:00pm. Any proposal received after the June 3, 2022, deadline will be immediately disqualified. The Town assumes no responsibility for delivery of proposals which are mailed.

- There is no expressed or implied obligation for the Town to reimburse responding Contractors for any expenses incurred in preparing proposals in response to this request.
- The Town of Pine Ridge reserves the right to accept or reject any/or all proposals, to waive irregularities and technicalities, and to request resubmission.
- Request for proposals may be canceled by notice at any time prior to the opening of proposals.
- The determination of award for more than \$5,000 to the low responsible Contractor shall be made by council after receiving the recommendation of the Finance Committee.
- A tie proposal shall be awarded to the Contractor selected by a majority vote of council.
- Any actual or prospective Contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Town Council. A protest with respect to this Request for Proposal shall be submitted in writing prior to the scheduled opening date of this proposal, unless the aggrieved person did not know and could not have been reasonably expected to have knowledge of the facts giving rise to such protest prior to the scheduled opening date of this proposal. The protest shall be submitted within seven calendar days after such aggrieved person knows or could have reasonably been expected to know of the facts giving rise thereto.
- If awarded, the Contractor (& any sub-contractors) will be required to purchase a Business License with the Town of Pine Ridge.
- The Town of Pine Ridge reserves the right to terminate this agreement for nonconformance with RFP2022-02s requirements.
- The Town does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or in the provision of goods and services.
- Respondents are responsible for their own expense in preparing, delivering or presenting a proposal.

I. CONTACT FOR INFORMATION

Contractors responding to this solicitation should direct all inquiries to:

Susan Kyzer, Municipal Clerk

Town of Pine Ridge

2757 Fish Hatchery Road

West Columbia, SC 29172

(803)755-2500

skyzer@townofpineridgesc.com

II. LOCATION OF PROJECT

The Town of Pine Ridge is located in southeastern Lexington County at the junction of S32-73 (Fish Hatchery Road) and S32-103 (Pine Ridge Drive). The new digital sign will replace the existing brick sign that is currently in front of the Pine Ridge Town Hall.

Existing Location: The Town of Pine Ridge currently has a manual changeable copy sign on site with electricity to run lighting at 2757 Fish Hatchery Road. If possible, the Town would entertain any proposals retrofitting the current sign to a digital message board sign. If not possible, the Contractor will be responsible for removing the existing sign in which the cost should be stated in the proposal.

Alternative Location: The Town of Pine Ridge owns the triangular property located at 2808 Fish Hatchery Road. Currently, the only structure located on the property are two brick town signs. One sign faces Pine Ridge Drive and the other faces Fish Hatchery Road, with electricity available. If possible, with setback requirements, placement of a digital sign between the existing brick town signs with one side facing Pine Ridge Drive and the other facing Fish Hatchery Road.

III. BACKGROUND

The Town of Pine Ridge, South Carolina was incorporated in 1958 and covers just less than 4.5 square miles of rolling terrain. Elevations range from 150 feet above sea level along Congaree Creek at the northern portion of town to 350 feet in the high Sand Hills in the eastern portion of town along Pine Ridge Drive. According to the 2020 Census, the Town has 2,167 residents.

The Town is seeking an external digital signage installation and service contract for installation, configuration, user training, maintenance & support, and a user-friendly software management tool to make changes to the external digital sign. All bidders are required to install the necessary electrical wiring, hardware, and accessories. The bidder may engage a sub-contractor to perform the electrical installation work necessary to facilitate use of the external digital sign. The signage/display system shall consist of cloud-based software, hardware devices for wireless connectivity to site/department, specific display needs, and display system that is compatible for outdoor use. Contractor will provide details of the digital security of the software being used to use the signage and store all associated cloud stored data. This proposal is to include unit and extended pricing detail. The total costs of all re-occurring and non-re-occurring charges must be explicitly specified. No used, demo,

refurbished or re-manufactured products will be accepted. All proposals must include proposed costs to complete the tasks described in the project scope. Pricing should be listed for each of the following items: (1) materials, (2) construction cost, (3) electrical work and (4) software cost.

NOTE: All costs and fees must be clearly described in each proposal. Contractor will only provide pricing and specifications for digital signage that will be used outside, resulting in the digital sign being exposed to weather and temperatures typical of Lexington County, South Carolina. Bid responders must be a direct service provider of the requested services and products. Bid responses submitted by contractors that are not direct service providers will not be considered.

IV. SCOPE OF SERVICES

The contractor will be responsible for procuring, installing, configuring, and testing all hardware and software required. The proposed system must be compatible with all future revisions and software/hardware versions for entire life of contract. Any upgrades or patching required to bring newer hardware or software into production must be included as part of this entire contract life. The contractor will be responsible to finalize digital display signage configuration and testing all digital display signage system hardware components and sub-components and ensuring interfaces are working properly. The external digital sign must be Wi-Fi enabled.

Software: The contract shall grant the Town of Pine Ridge the right to use all software and firmware provided under the contract and will not impose any licensing restrictions on interfacing data to or from the digital display system software. The Town of Pine Ridge shall be the owner of all software data. The contract shall provide for hosting of the content management software. Hosting services, monthly service fees, maintenance and licensing for the software shall be provide for the duration of the warranty period for all digital display signate system software. The Town of Pine Ridge shall have the option to extend the duration of software hosting beyond the system warranty period to be negotiated with system contractor at future periods.

Maintenance and Repair: The Service Provider shall undertake maintenance, repair and rectification of the Digital Signage and the signage related software and hardware to ensure uninterrupted availability of Digital Signage Service to the Town of Pine Ridge. Maintenance and repair of the external digital sign negotiated and its management software and tools shall be the responsibility of the Service Provider and the Town of Pine Ridge shall pay no additional cost for the same for such maintenance. In case the Service Provider is not able to rectify the problem with any of this equipment for any reason, the equipment shall be replaced by the Service Provider at no extra cost to the Town of Pine Ridge.

Digital Display Signage System Training: The contract shall provide user training that enables the Town of Pine Ridge employees to operate and maintain the system. Training topics shall include digital display signage operation training, system

administration training including 3rd party interfaces. The contractor shall provide a detailed training plan and user manual in conjunction with the overall project schedule. All training will be conducted onsite at the Town of Pine Ridge. Training materials and user training sessions are to be included in the total cost bid submitted. Additional training shall be provided by the Contractor at no cost to the Town of Pine Ridge.

System Management Software and Security: The system/management software must provide user security to accommodate several users. The system/management software should allow the user to carry out all content management and administrative functions. System Administrators must be able to define system/management software user roles. The software management tool/system data is to be in the cloud, and it is required to include security and be stored independent of other customer data.

Warranty: The Contractor will provide a five (5) year service and warranty policy on all components of the system including equipment, services, and software purchased under this contract. The warranty period will begin following final system acceptance by the Town of Pine Ridge. Contractors are required to identify their service facility in their proposals. A complete copy of the contractor's warranty shall be included in the proposal. Contractor shall provide a single point of contact for all warranty administration during the warranty period. The Contractor shall provide any software updates and patches for the current version at no cost to the Town of Pine Ridge during the warranty and support period. Future upgrades to the software system will be made available to the Town of Pine Ridge at no additional charge during the warranty and support period. If there is a change in the production configuration of any equipment or software being installed prior to installation completion, the Town of Pine Ridge may require that all previously installed equipment and software be upgraded to match the updated configuration. The contractor shall provide ongoing user and technical support for a period of three (3) years as part of the warranty period.

Repair or Replacement of Faulty Components: During the warrant period, the contractor shall repair or replace any faulty components, with the cost included in the warranty price. If at least 25% of a given component requires repair or replacement within the five-year warranty period, the component shall be deemed to warrant system wide replacement. System wide replacement shall require the Contractor to replace all units of the suspect component through the system, whether they have exhibited any fault. Even if the system-wide replacement activity extends beyond the warranty period, the Contractor shall be obligated to complete the system-wide replacement if the need was documented before the end of the warranty period. Software support during the warranty period shall include technical support for all hardware and software, with a technical support line, as well as providing, licensing, installing and integrating all released software patches and updates.

V. SPECIFICATIONS

905 General Sign Standards

905.1. Setback from Right-of-Way

In order to provide room for future bicycle paths or sidewalks, all signs shall be required to be set back at least ten (10) feet from the street right-of-way. However, if a bike path or sidewalk exists or has been planned in such a manner as to make this impractical, this setback may be reduced or waived by the Administrator. The location and width of any easement proposed for public dedication must be acceptable to the Administrator. No sign shall be erected or maintained on any corner lot within the line connecting points on the street lot line 20 feet distance from the corner.

905.2. Sign Illumination

Electrical requirements. Electrical requirements pertaining to signs shall be prescribed by the National Electrical Code, latest edition.

If externally illuminated, signs shall be illuminated only by the following means:

- (a) By a white, steady stationary light or reasonable intensity shielded and directed solely at the sign or from within the sign.
- (b) Light sources to illuminate signs shall be shielded from all adjacent residential buildings and streets and shall not be of such brightness so as to cause glare hazardous to pedestrians or auto drivers or so as to create a nuisance to adjacent residential districts.

905.3. Material and Style

1. Signs shall not have light-reflecting backgrounds but may use non-moving light-reflecting lettering.
2. The various parts of a sign shall be compatible.
3. Any multi-faced sign shall have the same name and same message on all used faces.
4. All signs shall be of standard geometric shapes.
5. Signs shall not be of or contain a commercial sponsor name or motif (soda bottles, hamburgers, or other figures) or other outdoor commercial displays.

906.5. Message Boards for Institutional Use

Message board signs are digital or manual changeable copy signs that are permitted only for institutional uses and are intended to provide schedules of events, rules, regulations, announcements, or similar messages, excluding commercial advertisement or promotional messages (refer to regulations for changeable copy signs below).

Institutional uses are nonprofit and quasi-public organizations and government-owned or government-operated uses. Institutional uses include public and private schools, religious institutions, hospitals, libraries, recreational, civic, municipal, and other institutional uses including historic markers that are allowable in any zoning district under the zoning district regulations.

Message boards for institutional use are permitted as follows:

- 1) One (1) such sign oriented per street frontage per premise may be erected. The maximum sign surface area of an institutional use message board sign that contains no facility identification or logo shall be no greater than 20 square feet. If the principal identification sign and the message board are combined to serve as one (1) sign, the maximum surface area shall be 45 square feet.
- 2) The maximum height is 12 feet. Where additional height is required to raise the base of the sign to mean elevation (average street level) of the fronting street, the Planning Official may allow greater heights.
- 3) Message board signs shall be set back from the right-of-way per the setback requirements of these regulations.
- 4) Signs shall be illuminated as specified in the illumination provisions of these regulations.
- 5) Such signs may not include commercial advertisement or promotional messages of any sort.
- 6) Locations with permanent message board signs shall not employ the use of temporary signs of any type.

906.6 Changeable Copy Signs

Changeable copy signs are signs or portions thereof with characters, letters, or illustrations that can be changed or rearranged by any means (manual, electronic [digital], atmospheric, mechanical, remote, etc.) without altering the face or surface of the sign. For the purposes of this Article, a sign on which the message or image changes more often than once every ten (10) seconds shall be considered a sign employing a confusion of motion and is not allowable. Digital changeable copy signs are permitted as follows:

- 1) Digital changeable copy is permitted only on permanent principal freestanding signs and marquees and shall comply with all the regulations of freestanding and marquee signs as applicable.
- 2) Sign copy or image shall maintain a static message or image for at least fifteen (15) seconds.
- 3) The actual change between sign message and/or image shall be instantaneous.
- 4) Changeable copy signs shall not employ motion or the illusion of motion by any means to depict action or create a special effect or scene.
- 5) Such signs are not permitted to create the illusion of blinking, alternating, chasing, contracting or expanding, flashing, fading, repeating, oscillating, pulsating, rotating, rolling, running, scrolling, strobing, or twinkling, or to simulate moving video images, etc.
- 6) Signs shall not employ flashing lights or lights of changing degree or intensity of color.
- 7) Signs containing changeable copy produced by light emitting diodes (LEDs), incandescent or low voltage lamps or bulbs, or cathode ray tubes (CRTs) shall include automatic brightness compensation features to adjust brightness to compensate for sun angle and ambient light conditions and to ensure that the sign is visible but not necessarily radiant.
- 8) Digital changeable copy signs, including digital message board signs, shall not be operated between the hours of 10:00 p.m. and 5:00 a.m. if located 300 feet of a residential dwelling unless the sign face is visually obscured from the residence.

VI. PROPOSAL FORMAT

- Scope of Services
Describe the company's approach to accomplishing the objectives stated in the RFP. The contractor is encouraged to include suggestions which may enhance the project or streamline the scope of services and improve cost effectiveness.
- Work Program Timeline
Include a timeline showing the estimated length of time for the installation & user training. Time estimates should be expressed in number of days/weeks without reference to a specific starting date.
- Company Information
Please provide the following information and enclose any supporting documentation which you feel is relevant:
 - Have you ever done the same or similar work for other Municipalities? If so, state where and when the work was performed.
 - Provide two (2) references of work that you have successfully completed? If possible, provide a reference to a project similar in scope.
 - How long has your company been in business? What experience or qualifications does it possess?
 - Where are your offices located?
 - Can you provide year-round service and parts, if needed?
- Detailed Cost Schedule
The detailed cost schedule should include:
 - a double-sided sign
 - installation
 - configuration
 - user training
 - maintenance & support
 - user-friendly software management tool
 - cost of single-color system vs full color system
 - 5-year warranty
 - removal of existing brick changeable sign, if applicable
- Signature
The proposal shall be signed by an official who is authorized to bind the company and shall contain a statement which guarantees that the proposal/cost estimate is valid for ninety (90) days.

VII. RATING CRITERIA

The proposals will be evaluated according to the following criteria in order of relative importance:

- Total cost of project
- Qualifications of the Company
- Related Project experience similar in size and nature
- Demonstration of ability to deliver the Scope of Services

VIII. SELECTION PROCESS

- *Evaluation of Responses:* The selection process will be based on the proposal that will best serve the Town of Pine Ridge. The Town of Pine Ridge reserves the right to reject any and all responses (or portions of responses), to cancel a solicitation, and to waive any technicality if deemed to be in the best interest of the Town. The Town of Pine Ridge shall reserve the right to award the project to the respondent which is most advantageous to the Town of Pine Ridge. Responses will be evaluated objectively based on the Contractor's responses to the RFP. The Town of Pine Ridge will not pay costs incurred in the proposal preparation including the costs for printing, demonstration, negotiation process, etc. All costs for the preparation of the response shall be borne by the proposing Contractor.
- *Right of the Town of Pine Ridge to reject proposals:* The Town of Pine Ridge reserves the right to reject any and all proposals or any part of any proposals, to waive minor defects or technicalities, or to solicit new proposals on the same project or on a modified project which may include portions of the originally proposed project as the Town of Pine Ridge may deem necessary in its best interest. The Town also reserves the right to negotiate with any Contractor, all or part of any proposal that is in the best interest of the Town.
- *Confidentiality of Documents:* All responses to the RFP submitted by Contractors shall be deemed public documents at the time opened by the Town of Pine Ridge. The RFP is intended to be worded in a manner so as not to elicit proprietary information from the Contractor. If proprietary information is submitted as part of the proposal, such information is to be labeled proprietary and be accompanied with a request that the information is to be returned by the Town of Pine Ridge to the submitter. Any proposal that is submitted with a blanket statement or limitation that would prohibit or limit such public inspection shall be considered non-responsive and shall be rejected.
- *Notification of Withdrawal of Proposal:* Proposals may be modified or withdrawn by an authorized representative of the Contractor or by formal written notice prior to the final due date and time specified for proposal submission. Submitted proposals will become the property of the Town of Pine Ridge after the proposal submission deadline.

- IX. CONTRACTUAL OBLIGATIONS OF SUCESSFUL RESPONDENT:** The successful Contractor will be required to undertake certain obligations that are not limited to the following:

- Acquisition of a Business License: The successful Contractor to this RFP will be required to obtain a Town of Pine Ridge Business License prior to commencing work inside the Town limits. Any sub-contractors will also be required to purchase a business license.
- Indemnification: The successful Contractor shall indemnify and hold the Town of Pine Ridge and its officers, agents, employees and assigns, harmless from any liability imposed for injury whether arising before or after completion of work hereunder, or in any manner directly or indirectly caused, occasioned or contributed to, or claimed to be caused, occasioned or contributed to, in whole or in part, by reason of any act or omission, including strict liability or negligence of Contractor, or of anyone acting under Contractor's direction or control or on its behalf, in connection with or incident to, or arising out of the performance of this contract.
- Insurance: The successful Contractor must provide the Town of Pine Ridge and insurance certificate *before any work may begin*. All insurance policies and certificates must include an endorsement providing ten (10) days prior written notice to the Town of cancellation or reduction of coverage. The contractor shall cease operations on the occurrence of any such cancellation or reduction and shall not resume operations until new insurance is in force. The required limits of coverage are as follows:
 - Comprehensive General Liability: \$1,000,000.00
 - Worker Compensation: Minimum \$500,000.00
 - Workers Compensation and employers Liability must be per statute.