



University of
West Florida

Procurement and Contracts
11000 University Parkway
Building 20W, Room 159
Pensacola, FL 32514

Notice to Professional Consultants

17PQST-07BP

Branding and Design Work for Athletic and Recreation Facilities

April 3, 2018

TO: Potential Respondents

The University of West Florida ("UWF" or "the University") and its Board of Trustees announce that it is soliciting responses to a Professional Qualifications Solicitation (PQS) for a firm to provide facility signage branding, design and installation services for minor projects on an as-needed basis at the University of West Florida in Pensacola, Florida.

Carefully review this PQS, as it provides specific information necessary to aid responding firms in formulating a thorough response. **Should you elect to participate, complete an original and the required number of copies of the requested information and return submittals in a sealed box/envelope directly to the University of West Florida Office of Procurement and Contracts by 2:00 p.m. Central Time on April 23, 2018. Late or incomplete responses will not be accepted.**

Interested firms are fully responsible for obtaining the complete solicitation, including all attachments, addenda (if applicable), and other information by visiting the UWF Procurement and Contracts web site: <https://uwf.edu/offices/procurement/vendors-only/open-solicitations-and-public-notices/>. After the posting of award, respondents may view the solicitation files by contacting the Procurement and Contracts representative.

Respondent names and other information may be disclosed at the public solicitation closing. Because purchases or contractual agreements of this nature require the expenditure of public funds and/or use of public facilities, the successful respondent(s) shall understand that portions (potentially all) of their submittal (including any final contracts) will become public record after its acceptance by the UWF Board of Trustees.

Bob Pacenta
Assistant Director, Procurement & Contracts
Phone: 850.474.2627
Email: rpacenta@uwf.edu

**UNIVERSITY OF WEST FLORIDA BOARD OF TRUSTEES
NOTICE TO PROFESSIONAL CONSULTANTS**

17PQST-07BP

Branding and Design Work in Athletic and Recreation Facilities

DUE DATE: April 23, 2018 at 2:00 p.m. Central Time

Section I – Overview

A. General Information and Summary

At the University of West Florida, we believe in the power of higher education to drive change: on campus, in our region, across the state and around the world. We are equipping today's students with the knowledge and skills needed to become tomorrow's leaders, blazing new paths, shaping their environment and creating an even brighter future. Based in Pensacola, Florida with additional locations in the region, UWF is home to five academic colleges, offering a variety of bachelor's and master's degree programs, as well as specialist degrees and a doctorate in education. With a student population of nearly 13,000 and an average class size of less than 40, UWF is committed to providing a close-knit academic experience and is consistently named a top "military friendly" University. UWF is a public, fully accredited, co-education institution of the twelve-member State University System of Florida. The University is soliciting professional qualifications submittals from qualified firms to provide branding and design work in athletic and recreation facilities for minor projects on an as-needed basis at the University of West Florida in Pensacola, Florida under multi-year, non-exclusive "continuing contract".

Minor projects are specific projects for renovations, alterations, or additions which have a basic construction budget estimated to be \$2,000,000 or less, or studies for which the fee for professional services is expected to be \$200,000 or less. The resulting agreement(s) shall have an initial term of three (3) years and shall include the option to renew for one (1) additional three (3)-year term.

B. Timetable

The estimated schedule and deadlines for this solicitation and contract award are projected as follows:

Activity	Time (Central)	Date
Issue solicitation		April 3, 2018
Written request for explanation due date	12:00 pm CT	April 11, 2018
Estimated issuance of explanation response	3:00 pm CT	April 13, 2018
Submittal Due Date	2:00 pm CT	April 23, 2018
Estimated Evaluation Meeting		April 27, 2018
Estimated Vendor Presentations		TBD
Estimated Notice of Intent to Award Contract		May 2, 2018
Estimated contract effective date		May 15, 2018

C. Attachments

The following attachments are hereby incorporated by reference and made part of this PQS:

- Attachment A – PQS Certification Form
- Attachment B – PQS Information and General Conditions
- Attachment C – Sample Agreement
- Attachment D – Minimum Insurance Requirements
- Attachment E – Company Information and Certification Form
- Attachment F – Services and Personnel List
- Attachment G – E-Verify Certificate

D. Contact Person

The Procurement & Contracts representative and sole point of contact (POC) for this solicitation is:

Bob Pacenta, Assistant Director
Email – rpacenta@uwf.edu
Phone – 850.474.2627

Respondents are advised that from the date of issuance of this solicitation until award of the contract, **no contact with University personnel related to this solicitation is permitted. All communications are to be directed to the Procurement and Contracts representative listed above. Any unauthorized contact will result in the disqualification of the respondent's submittal.**

Respondents are fully responsible for obtaining the complete solicitation, including all attachments, addenda (if applicable), and other information by visiting the UWF Procurement and Contracts web site: <http://uwf.edu/offices/procurement/vendors-only/open-solicitations/>. It is recommended that you bookmark this web site and visit it frequently.

Explanation(s) desired by respondent(s) regarding the meaning or interpretation of this solicitation must be requested from the above named contact person in writing via email prior to the "Written request for explanation due date" as stated in the above Timetable. The explanation response will be issued in the form of an Addendum and posted to the UWF Procurement and Contracts web site as identified above. All addenda shall be signed and submitted as part of your response. Failure to do so may disqualify your response.

Any changes or clarifications to requirements resulting from the mandatory pre-submittal meeting or subsequent written questions shall be issued by official addendum. Respondents should not rely on any representations, statements, or explanations other than those made in writing by the UWF sole POC in the official addendum format. Where there appears to be a conflict between the solicitation and any addenda issued, the last addendum issued shall prevail.

E. Background Checks

A Level 2 background check is required to be performed by Contractor for each employee engaged in performing the services described in this PQS. The Contractor must represent that each employee it assigns to perform the services described in this PQS will have successfully passed a Level 2 background check.

Contractor shall also include in any related subcontracts a requirement that a Level 2 background check be performed by the subcontractor for each employee engaged in performing the work described in the Scope of Work. Any and all subcontractors must represent that each employee it assigns to perform the work described in the Scope of Work has successfully passed a Level 2 background check.

F. Insurance

Each respondent shall include written evidence of insurance coverage in the amounts specified in Attachment D, "Minimum Insurance Requirements" with the response. Upon notice of intent of award contract to the successful respondent(s), an original ACORD certificate of insurance must be received by the University of West Florida Office of Procurement and Contracts, which shall be in accordance with Attachment D, "Minimum Insurance Requirements". During the term of the contract, the successful respondent(s) must provide, pay for and maintain such insurance.

G. Public Records

- a. To the extent that Vendor meets the definition of "contractor" under Section 119.0701, Florida Statutes, and in addition to other contract requirements provided by law, the Vendor agrees that it is acting as a contractor on behalf of the University as provided under s. 119.0701(a) and as such it will comply with Florida's Public Records Law. Specifically, Vendor agrees that it will:
 - i. Keep and maintain public records that ordinarily and necessarily would be required by the University in order to perform the services performed by the Vendor under the Contracts;
 - ii. Provide the public with access to such public records on the same terms and conditions the University would provide the records and at a cost that does not exceed that provided in chapter 119, Fla. Stat., or as otherwise provided by law;
 - iii. Ensure that public records that are exempt or that are confidential and exempt from public record requirements are not disclosed except as authorized by law; and
 - iv. Meet all requirements for retaining public records and transfer to the University, at no cost, all public records in possession of the Vendor upon termination of the Contracts and destroy any duplicate public records that are exempt or confidential and exempt. All records stored electronically must be provided to the University in a format that is compatible with the information technology systems of the University.
- b. **IF THE VENDOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE VENDOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THE CONTRACT, CONTACT THE CUSTODIAN OF RECORDS AT:**
 - i. The Office of General Counsel: (850) 474-3420, gcfrontdesk@uwf.edu, Building 10, 11000 University Parkway, Pensacola, FL 32514.

H. Tobacco Free Campus Policy

The University of West Florida is a tobacco-free campus. The use of cigarettes (electronic or traditional) or other tobacco products is prohibited in all UWF-owned buildings and outdoors on all UWF campus properties. The Vendor must fully comply with this tobacco free policy.

Section II – Scope of Services

The University of West Florida wants to update the appearance and branding of the athletic and recreation facilities on the UWF campus that is designed and not limited to impact and influence multiple audiences, including:

Current and Potential Students
Donors
Faculty
Staff

Alumni
Friends of the University
Media

Successful respondent(s) will be responsible for ensuring that all employees, including employees of any applicable subcontractor(s), engaged in performing the services described in this PQS hold appropriate certifications related to the services they perform.

Section III – Submittal Information and Instructions

Submittals must be made in the official name of the firm or individual under which business is conducted. All documents requiring signature, including the “PQS Certification Form” (see Attachment A) and “Company Information and Certification Form” (see Attachment E), must be signed by a person duly authorized to legally bind the person, partnership, company or corporation responding to this solicitation.

Submit one (1) original, three (3) hard copies, and one (1) identical digital electronic copy on USB flash drive or CD of your response directly to the University of West Florida Office of Procurement and Contracts at the following address:

University of West Florida
Office of Procurement and Contracts
ATTN: Bob Pacentia
Building 20W, Room 159
11000 University Parkway
Pensacola, FL 32514

All required signed and completed copies of the response must be received by the University of West Florida Office of Procurement and Contracts by the due date and time as stated in the above Timetable. **Late or incomplete submittals will not be accepted.**

CAUTION: The “PQS Certification Form” (see Attachment A) and “Company Information and Certification Form” (see Attachment E) must be signed and submitted as part of your response. **Failure to do so will disqualify your response.** Additionally, all addenda (if applicable) shall be signed and submitted as part of your response.

The original response is to be submitted in a three ring binder with the appropriate tab identification as requested in this solicitation. All copies must be securely bound with appropriate tab identification. The original and all copies must be submitted in a sealed box/envelope. The outer carton of the sealed box/envelope shall include the firm name and address, solicitation number and name, and due date.

The entire submittal shall be limited to forty (40) consecutively-numbered, single-sided 8½ x 11 pages (or twenty (20) pages front and back). Font size must be a minimum of 10 point. Essential documents (i.e. Tab B), cover sheets, table of contents, divider tabs, and financial reports (if applicable) will not count as pages, provided no additional information such as proposal language, pictures of past projects, etc. is included in these pages.

Responses must be complete; partial or incomplete responses may not be considered. Responses should be clear, concise, and relevant, and shall not refer the University to electronic media such as websites, compact discs, or tapes in order to obtain the required information or submittals. Information submitted that is not requested by the University may be considered supplemental, and not subject to evaluation.

See Attachment B, "PQS Information and General Conditions" for additional information.

Formatting Instructions

Respondents shall format their responses utilizing the following tab system with requested information contained in each. The original and all copies must be submitted with the appropriate tab identification. Failure to comply may result in a negative review of your response and may place your response in jeopardy.

UWF is subject to Chapter 119, Florida Statutes, which requires it to provide access to its records, subject to certain limitations. Material submitted in response to this solicitation may become a public document unless a specific exemption to Chapter 119, Florida Statutes exists. Submitted material which is marked as confidential will be treated as confidential by UWF to the extent it is considered a trade secret as defined under Florida law or it meets other criteria otherwise exempt from Chapter 119, Florida Statutes, or other applicable law.

In order for the information to be considered covered by trade secret exemption of the Public Records law, you must take measures to assert the exemption by placing the information provided in your response that meets the criteria of a trade secret in Tab F, "Confidential Information".

Tab A – Essential Documents

- Signed "PQS Certification Form" (see Attachment A).
- Signed "Company Information and Certification Form" (see Attachment E).
- Signed "E-Verify Certificate" (see Attachment G).
- Signed addenda (if applicable).
- A copy of the respondent's current Professional Registration Certificate from the appropriate governing board, if applicable. The respondent must be properly registered at the time of submittal to practice its profession in the State of Florida. Professional registration by a consultant to the respondent will not be accepted in lieu of professional registration by the respondent.
- If the respondent is a corporation, limited liability company, or limited partnership, provide a copy of the Florida Department of State Certificate of Status.
- Proof of ability to provide insurance coverage in the amounts specified in Attachment D, "Minimum Insurance Requirements". Such proof may take the form of a draft 'ACORD' certificate or a letter of intent from the respective carrier or agent.

Tab B – Firm Description

- Provide basic information including the name of the firm; street, mailing and e-mail addresses; telephone and fax numbers; website; and a primary contact relative to this submittal.
- Provide the number of years the firm has been in business, form of ownership, and the state of residency or incorporation. If the firm has multiple offices, primarily include information about the office that will provide the services described herein.
- Provide the firm's organizational chart.
- Describe the history and growth of your firm as succinctly as possible to include the firm's current position in the market, total billings past three calendar years and detail the firm's core vision and values.
- Explain why you are interested in this project.

Tab C – Experience with like Projects, Services, Personnel and References

- **Services** – using the form provided in Attachment F, “Services, Personnel and References” Company Information and Experience Form” list all services to be provided by respondent in-house. If any services cannot be provided by respondent in-house but will be subcontracted, list the name of the subcontract firm. Use names of the firms as a whole, rather than of individuals in the firms. Add services as needed.
- **Personnel** – using the form provided in Attachment F, “Company Information and Experience Form” list by name and role the respondent’s key staff and major discipline heads for the proposed team. For all individuals listed, note whether they are registered, years of experience, the discipline of registration/training and their city of residence. Include résumés for all key staff and discipline heads tailored to demonstrate their experience as it relates to open end governmental contracts.
- **Experience** - using the form provided in Attachment F, “Company Information and Experience Form” list the five (5) “most relevant” projects by to show prior experience with similar projects. Provide information, not limited to, before and after photographs on a **minimum of five (5)** projects with varying budget levels for which respondent has provided environmental graphics design and build services.
- **References** - provide a **minimum of three (3)** references, including project name and services provided for each reference. The references can be the same as the projects listed above under “Experience”.

Tab D – Plan for Minority Participation

- The University actively seeks and encourages women and minority business enterprises to compete for the business of the university. The design firm awarded this project will be required to use its best efforts to encourage participation by women and minority sub-consults in competing for the opportunity to assist designer in providing professional design services.
- Respondent shall describe its plan for minority participation.

Tab E – Contract

- See Attachment C, “Sample Agreement” for the University’s standard agreement to be executed with the successful respondent(s). If applicable, list any objections to specific contract terms and provide suggested replacement language.
- The University reserves the right to accept or reject any suggested replacement language. Although subject to minor revisions to include all clarifications and negotiated modifications, the successful respondent(s) will be required to execute the University’s agreement.

Tab F – Confidential Information

Any information provided in your response that meets the criteria of a trade secret as defined under Florida law or meets other criteria otherwise exempt from Chapter 119, Florida Statutes, or other applicable law must be placed in Tab F, “Confidential Information”.

Tab G – Supplements

Any information provided in your response that was not directly requested by the University will be considered supplemental and must be placed in Tab G, “Supplements”. Supplemental information may not be subject to evaluation by the Evaluation Team.

Section IV – Evaluation, Negotiation, and Contract Award

EVALUATION PROCESS AND CRITERIA

Each submittal will be reviewed by the Office of Procurement and Contracts to determine whether it is responsive to the submission requirements outlined in this solicitation. A responsive submittal is one which has followed the requirements of the solicitation, includes all documentation (including, but not limited to, the Essential Documents requested in Tab A), is submitted in the format outlined in the solicitation, was submitted prior to the due date and time, and has the appropriate signatures as required on each document. Failure to comply with these requirements may put your response at risk of being rejected as “non-responsive”.

The University reserves the right to reject any and all submittals or portions thereof, to withdraw this solicitation or a portion of this solicitation without making an award, and to waive any irregularities in the responses received.

Submittals fulfilling the basic requirements shall be referred to the Evaluation Team for review and further consideration. The evaluation will utilize the following broad scoring criteria:

<u>EVALUATION CRITERIA</u>	<u>Weight</u>
1. Firm description	10
2. Personnel	20
3. Experience with “continuing contracts” and the types of projects outlined in Section II, “Scope of Services”	30
4. Response and experience with emergency repair or replacement projects	20
5. Experience with similar size and type projects	50

The Evaluation Team will convene to jointly and openly discuss the strengths and weaknesses of all proposals based on the written responses and additional written information as requested. Each evaluator will then independently evaluate each response and assign a score to each criterion for each respondent. The scoring by each member of the evaluation team will be converted to a ranking order of the respondents for each evaluator. Rankings by each evaluator shall then be aggregated to establish a Total Committee Ranking for each respondent. Lastly, an overall Final Committee Ranking will be established for each respondent. Total scores will be used to break a tie in ranking.

All respondents are hereby advised that the University may determine that verbal explanations, additional written information, internal staff analysis and presentations, outside consultants, and/or any other information may be requested at any time during the evaluation process in order to assist the Evaluation Team with the performance of their duties under this solicitation. The Evaluation Team may determine as a result of additional information that the impact of this information is significant and shall be accorded as such and may be incorporated into the scoring and/or ranking as a revision of the same and at the discretion of the Evaluation Team.

NEGOTIATIONS AND CONTRACT AWARD

Following the conclusion of the evaluation, the University intends to negotiate with the top ranked firm(s) to establish multi-year, non-exclusive agreements to provide facility signage branding, design and installation services may be provided for minor projects on an as-needed basis. The University reserves the right to negotiate concurrently or separately with competing respondents, or to award without negotiation if deemed

in the best interest of the University. The University reserves the right to make multiple awards or a single award.

Representatives of the respondent(s) selected to participate in negotiation(s) shall be first **required to submit written authorization from the company CEO or CFO attesting to the fact that the company's lead negotiator is authorized to bind the company to the terms and conditions agreed to during negotiations**. Such authorization will be requested immediately after the ranking of the respondents, and the provision of such authorization will be a prerequisite to continuation in the negotiation process. Company negotiators shall enter the negotiations prepared to speak on behalf of the company. The University reserves the right to immediately terminate negotiations with any company whose representatives are not empowered to, or who will not, make decisions during the negotiation session.

Time is of the essence and therefore the University retains the right to cease negotiations with any and all firms that do not respond to negotiation issues on a timely basis. The University may reject offers that are determined to not be reasonably supportable. The University reserves the right to select, and subsequently recommend for award, the firm which best meets its required needs, quality levels, and budget constraints.

If the University determines that a company awarded a contract based on this solicitation does not honor all agreements reached during the negotiations, the University reserves the right to immediately cancel the award, and to place the company on the University's suspended contractor list.