



# CITY OF LONG BEACH

# R-18

DEPARTMENT OF FINANCIAL MANAGEMENT

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October 23, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt Specifications No. RFP AP12-024 and award a contract to ProDIGIQ, Inc., of Calabasas, CA (MBE, WBE and SBE), for a multi-user flight information display system, in an annual amount not to exceed \$198,000, for a period of four years, with the option to renew for two additional two-year periods. (District 5)

## DISCUSSION

The Long Beach Airport requests approval to enter into a service agreement with ProDIGIQ, Inc. (ProDIGIQ), for a multi-user flight information display system. The multi-user flight information display system consists of a series of digital monitors that display flight departure, arrival, gate and baggage claim information, which will be displayed primarily in the new passenger concourse, as well as the security screening area, outdoor concession areas, baggage claim and in the terminal's ticketing area. This agreement will allow the Long Beach Airport to provide this flight information display system as an additional passenger convenience to its customers without incurring capital cost. ProDIGIQ will provide a turnkey system that incorporates equipment maintenance and programming.

The proposals received in this Request for Proposals (RFP) process were evaluated on the basis of vendors' experience with similar systems at other airports, ability to complete the project in a timely manner, reasonableness of their price quotes, and local availability of key personnel. ProDIGIQ is recommended for the award because they best met all the RFP evaluation criteria in addition to their superior software package, mobile and web-based applications and their destination-based advertising component they proposed to the City.

The RFP was issued on June 21, 2012, and 955 potential bidders specializing in flight information display systems were notified of the RFP opportunity. Of those bidders, 45 downloaded the RFP via our electronic bid system. The RFP document was made available from the Purchasing Division, located on the seventh floor of City Hall, and the Division's website at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). A bid announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 30 local, minority and women-owned business groups. Six proposals were received. Of those six bidders, one was a Minority-owned Business Enterprise (MBE), one was a Women-owned Business Enterprise (WBE), one was a certified Small Business Enterprise (SBE), and none were Long Beach businesses (Local).

### **Local Business Outreach**

In an effort to align with our outreach goal, Long Beach businesses were encouraged to submit bids for City contracts. The Purchasing Division also assisted business with registering on the Bids Online database to download the RFP specifications. Through outreach, 128 Long Beach vendors were contacted to submit RFPs, of which none submitted an RFP. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Deputy City Attorney Amy R. Webber on October 3, 2012, and Budget Manager Dennis Strachota on October 8, 2012.

### **TIMING CONSIDERATIONS**

City Council action to adopt Specifications No. RFP AP12-024 and execute an agreement is requested on October 23, 2012, in order to initiate service in a timely manner.

### **FISCAL IMPACT**

Sufficient funds for the contract are budgeted in the Airport Enterprise Fund (EF 320). There is no local job impact associated with this recommendation.

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN GROSS  
DIRECTOR OF FINANCIAL MANAGEMENT



MARIO RODRIGUEZ,  
AIRPORT DIRECTOR

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APPROVED:



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PATRICK H. WEST  
CITY MANAGER