



Solicitation No.: RFP #10-FNCS-0125
Solicitation Title: Florida New Construction Signage

Evaluation Criteria	Pass/Fail Criteria	Pass/Fail		
1	Is your firm licensed & insured in the state of Florida?	Pass	Pass	Fail
2	Do you have a system where a campus can submit an online order without further involvement?	Pass	Pass	Pass
3	Is your firm located in the State of Florida?	Fail	Fail	Fail
4	Is your firm located in Jacksonville, FL (or within 100 miles of Jacksonville)?	Fail	Fail	Fail
5	Is your firm located in Lakeland, FL (or within 100 miles of Lakeland)?	Fail	Fail	Fail
6	Completed RFP Questionnaire:	Pass	Pass	Pass

Evaluation Criteria	Evaluation Criteria (Refer to Scoring Guide)	Weight [W]	Blink Marketing (Total Average)	Fast Signs (Total Average)	Priority Signs (Total Average)
Evaluation Criteria 1 Costs	<p>The following formula will be used to determine cost points for scoring when applicable:</p> <p>Formula: (Lowest Proposed Price / Proposed Price) x Assigned Points</p> <p>Example Price Proposals and scoring results based on a 50-point scale: Proposer Proposed Price Score Proposer A \$ 10,000.00 - > (\$10,000.00 / \$10,000.00) x 50 = 50 pts Proposer B \$ 10,500.00 - > (\$10,000.00 / \$10,500.00) x 50 = 47.6 pts Proposer C \$ 25,000.00 - > (\$10,000.00 / \$25,000.00) x 50 = 20 pts</p> <p>This scoring method ensures a fair assessment of proposals based on their pricing relative to the lowest bid.</p>	40%	36.04	40.00	38.48
Evaluation Criteria 2 Knowledge and Capabilities	<p>This criterion assesses the design, material quality, and sustainability of the proposed goods and services. It evaluates how well the goods or services align with IDEA's specific needs and performance requirements. Key factors include:</p> <ul style="list-style-type: none"> •Design and materials: Are they suitable, durable, and effective for the intended purpose? •Sustainability: Are the goods or services environmentally responsible and durable over time? •Fit for IDEA's needs: Does the proposal meet IDEA's specific functional requirements, and can the vendor deliver on these needs? •Business location: Does the vendor's principal place of business impact their ability to fulfill the requirements of the RFP effectively, especially in terms of logistics and local support? <p>Additionally, this section highlights that requested signs must be delivered and installed by July 7, 2025, which will be a factor in assessing the respondent's capabilities to meet deadlines.</p>	35%	24.60	28.00	23.20
Evaluation Criteria 3 Reputation/References	<p>The quality/reputation of the Respondent's good and/or services, Respondent's past relationship with Florida public schools. It also examines the vendor's track record with Florida public schools, assessing:</p> <ul style="list-style-type: none"> •The reliability and performance of the vendor's previous work. •Client references from other similar public school projects to gauge past satisfaction and reliability. •Reputation in the market, ensuring that the vendor has a solid and reputable standing in delivering goods and services. 	10%	7.00	7.80	8.00
Evaluation Criteria 4 Warranty	<p>Minimum warranty of twelve (12) months, from the date of delivery of a good or service, against defects in material or workmanship. The warranty should cover defects in material or workmanship, ensuring that the goods or services are free from manufacturing errors or defects. The warranty terms should be included in the proposal and will be factored into the evaluation, with longer or more comprehensive warranties generally receiving higher scores.</p>	10%	3.60	3.60	3.60
Evaluation Criteria 5 K-12 Work Experience	<p>The Proposal explains background information for working with secondary institutions without disrupting children's classrooms. The Proposal is complete and includes all required information, forms, and certifications.</p>	5%	3.50	3.90	3.50
		100%			
Grand Total Score			74.74	83.30	76.78

IDEA Florida, Inc. is expanding its presence in the state with the addition of two new campuses located in the Jacksonville and Lakeland regions. To support this growth, IDEA sought to procure high-quality marketing and wayfinding signage to promote a consistent brand identity and improve campus navigation.

Proposals were evaluated based on criteria aligned with IDEA's best interests, as outlined in the evaluation rubric above. The highest-scoring vendor, FastSigns, has been awarded RFP #10-FNCS-0125 Florida New Construction Signage.