



Request for Proposals

Port Canaveral

The Florida Seaport Transportation and Economic Development Council (hereinafter referred to as “Council”) is soliciting responses from qualified providers for the development of a comprehensive analysis of Florida’s import and export distribution center logistics network.

Port Everglades

Port of Fernandina

Section 311.09(3), Florida Statutes requires the Council to annually recommend to the Governor, Florida Legislature and the Florida Department of Transportation development of transportation facilities or port facilities for the purpose of “enhancing trade, promoting cargo flow, increasing cruise passenger movements, increasing port revenues, and providing economic benefits to the state.”

Port of Fort Pierce

JAXPORT

Pursuant to Section 311.07, Florida Statutes, the Florida Seaport Transportation and Economic Development (FSTED) Council invites qualified parties to submit for consideration, a proposal and statement of qualifications and experience to develop an analysis as described herein for the FSTED Council and Florida seaports.

Port of Key West

Port Manatee

Following a thorough review of all written responses, the Council will rank the respondents and begin developing the final purchase order with the top-ranked respondent. If the Council and the top-ranked respondent are unable to successfully develop a purchase order, the Council will move to the next-ranked firm and continue in this fashion until a purchase order is successfully executed.

PortMiami

Port of Palm Beach

Final selection will be made in accordance with the policies of the Council and other statutory provisions of the Florida Statutes. Responses must be received no later than 4:00 P.M. February 20, 2017 after which they will no longer be accepted. Late responses will be returned unopened and will not be considered. Responses failing to provide information as requested will be disqualified and receive no further consideration. The Council reserves the right to waive minor informalities. Responses may be emailed to toy.keller@flaports.org, or mailed to the address below:

Port Panama City

Port of Pensacola

Port of St. Petersburg

Florida Seaport Transportation and Economic Development Council
502 E. Jefferson St.
Tallahassee, Florida 32301

Port of Port St. Joe

Port Tampa Bay

Timeline for Provider Selection	
Advertisement Period	December 16, 2016 – February 20, 2017
Pre-Proposal Conference (If Necessary)	January 25, 2017
RFP Responses Due	February 20, 2017
Provider “Short-List” Interviews	To be Determined
Provider Selection	No Later Than March 31, 2017

Section I – General Information

1. Purpose: This Request for Proposals (RFP) is seeking qualified Planning/Economic/Real Estate/International Trade Analysis consulting firms to conduct a review of Florida’s existing logistics network and then develop a current situation analysis and future opportunity analysis for Florida. The selected consulting firm will be offered a multi-element contract to produce a comprehensive analysis that would address, but not necessarily be limited to the following challenges and opportunities:

- a. Identification of distribution centers (DCs), key shippers and consignees in Florida.
- b. Identify what ports and carriers are serving these DCs, and develop a profile of key factors driving the port and carrier choices.
- c. Identify if the DCs are import or exports DCs, and the profile of the countries/regions served.
- d. Identify the driving factors preventing the location of import DCs within the state of Florida.
- e. Compare the competitiveness of Florida DCs to DCs in other states.
- f. Identify the location of DC facilities, and whether such locations are conducive to the growth of proximate manufacturing facilities.
- g. Identify immediate fulfillment logistic centers/chains (i.e. Amazon and Walmart), and determine if Florida has the ability to attract such facilities.
- h. Identify strategies for Florida and Florida ports to attract DCs. This would include, but not be limited to marketing strategies to attract businesses underserving Florida DCs.

2. Scope of Services Development: The selected consulting firm shall develop a written scope of services for review and approval by the Council. The scope shall include, but not be limited to, the following components:

- a. A base document that meets the statutory requirements delineated in Chapter 311, Florida Statutes.
- b. A general assessment of the state of Florida’s current import and export distribution center logistics network.
- c. An analysis of the ability of Florida and Florida’s seaports to maintain and attract export and import DCs.

- d. An analysis of the existing and potential freight logistics movements, and strategies to optimize these logistical movements to attract more DCs.
 - e. Identification of all local, state and federal regulations or practices that have a positive or negative impact on the location and growth of DCs in the state.
 - f. Development of a marketing plan to attract the location or growth of DCs in Florida, and attract businesses underserving Florida DCs.
3. **Strategies and Recommendations:** The selected consulting firm shall provide the Council with a series of short, mid- and long term strategies and recommendations to address the issues identified above.
 4. **Knowledge and Use of Select Research Documents:** The selected consulting firm should be familiar with and able to incorporate goals, concepts and data from the following type of documents to complete the analysis:
 - a. The Council's 5-Year Seaport Mission Plans.
 - b. Economic analyses and forecasts conducted by, or on behalf of, the Council.
 - c. Seaport master plans completed by Florida's 15 public seaports.
 - d. The Analysis of Global Opportunities and Challenges for Florida Seaports published in January 2015.
 5. **Project Funding:** The Council will negotiate with the selected consulting firm a contract for developing this analysis. Such contract may provide for a multi-year arrangement that might include additional funding in future years.
 6. **Eligible Providers:** Respondents to this RFP must demonstrate their experience and ability to provide such services. Respondents also must demonstrate that they are eligible to conduct business in the state of Florida; are not on the state of Florida convicted vendor list or discriminatory vendor list.
 7. **Proposal Format:** Proposals must be submitted in the format outlined in this document. Each proposal will be reviewed to determine if it is complete prior to actual evaluation. Proposals not containing the information requested may be rejected as incomplete. Respondents shall use this format to clearly indicate their firms experience and qualifications. Proposals shall be limited to no more than 35 pages. Pages printed on both front and back will count as two pages. If the response exceeds 35 pages, the pages will be numbered and all pages above 35 will be removed and not evaluated. Proposals will be evaluated in light of the material and substantiating evidence presented in the proposal and not on the basis of what is inferred.
 8. **Contract Responsibility:** The successful provider will be required to assume total responsibility for all services in their proposal and will be considered the prime contractor and

the sole point of contact with regard to all contractual matters. The provider may use a team approach to fulfill the requirements of the contract, and shall identify all members of the consulting team.

9. **Payments:** Payments for services provided pursuant to the RFP shall be defined during negotiations of the final contract for services.
10. **References and Proprietary Information:** Submission of a response grants permission to make inquiries concerning the respondent and its officers to any person or firms deemed appropriate by the Council. Any proprietary information that the respondent does not want disclosed shall be so identified on each page where it appears.
11. **Inquiries:** Questions shall be submitted in writing to Toy Keller at 502 East Jefferson Street, Tallahassee, FL 32301, or by e-mail at toy.keller@flaports.org . If necessary, the Council will conduct a teleconference to answer question on January 25, 2017 from 2:00 p.m. to 4:00 p.m. Questions for this conference must be submitted by COB January 20, 2017. Questions submitted after this date shall be answered as permitted by time constraints.

Section II – Response Format and Preparation Instructions

Respondents may provide their response via email to toy.keller@flaports.org, or submit ten (10) written copies to the address provided on the front of this document. Responses must be submitted in the format outlined in this section. Each response will be reviewed to determine if it is complete prior to actual evaluation. The Council reserves the right to eliminate from further consideration any response, which is deemed to be substantially or materially unresponsive to the request for information contained in this section. The intent is that all responses follow the same format in order to evaluate each response fairly. Proposals will be evaluated in light of the material and substantiating evidence presented in the proposal and not on the basis of what is inferred.

1. **Table of Contents:** Responses shall include a Table of Contents properly indicating the section and page numbers of the information included.
2. **Executive Summary:** Responses shall include a concise abstract of no more than three pages stating the respondent's overview of the services to be provided.
3. **Experience and Background:** Respondents shall provide general information on the responding firm including name, address, telephone number, ownership of the firm, and contact person for this RFP. Respondents may also provide a copy of the latest company annual report (such report will not count toward the 35 page limit) or include in the response a summary of the financial strength of the firm.

If the respondent is using a multi-firm or “team approach” the response shall include information on all team members and their firms.

4. **References or Testimonials:** Respondents shall provide written references or testimonials from entities that have received and benefitted from the use of the services to be provided. Such references or testimonials should indicate a name, address, telephone number or e-mail for the individual providing such reference or testimonial.
5. **Price Breakdown and Deliverables.** Respondents shall provide their proposed project costs with deliverables breakdown.
6. **Research/Publication Experience:** Respondents shall provide specific information on the development and production of similar analysis and materials.

Section III – Selection Process

1. **Completeness:** Each response will be reviewed prior to the selection process for completeness and adherence to format. A response will be considered complete if all requested sections are included in the proper order and properly completed.
2. **Evaluation of RFP Responses:**
 - a. **Evaluation Process:** The Council will appoint a selection committee to objectively evaluate and score the responses on their merit and responsiveness. Responses will be evaluated in light of the material and substantiating evidence presented in the response and not on the basis of what is inferred. The evaluation process may include verification of experience, references, confirmation of information submitted, and also may include verification of other information identified by the Council. Responses shall be graded as follows:

A maximum of **45 points** based on the experience of the firm, demonstrated understanding of the scope of the project, and in the development of similar analyses.

A maximum of **35 points** based on the experience of the firm with Florida and Florida’s seaports.

A maximum of **10 points** based on project price and deliverables.

A maximum of **5 points** based on production quality of similar materials or documents.

A maximum of **5 points** based on the stability, experience and other company information.

- b. **Selection and Interview**: If necessary, the selection committee may select a short-list of respondents to interview for award of a contract under this RFP. Respondents selected for interview will be notified by the Council. The selection committee will interview selected respondents either by telephone, or in person. Interviews also may require a formal presentation by the selected respondents on their proposal.

- c. **Final Selection and Notification of Award**: The final selection for award of a contract under this RFP shall be made by the Council no later than March 31, 2017. The Council will notify the selected respondent by the means selected by the respondent. If a contract cannot be developed with the top-ranked respondent, the Council will move to the next-ranked respondent and continue down the ranks until a contract is successfully executed.