

Executive Summary – Historical Marker RFP

OFFERORS: A Response for Proposal (RFP) for Manufacturing and Refurbishment of Historical Markers was posted by the Department of General Services (DGS) on the eVA website on August 9, 2016. DGS received two responses from offerors as follows:

The Southwell Company

Address: 928 N. Alamo San Antonio, TX 78215

Phone: (210) 223-1831

Sewah Studios

Address: 190 Mill Creek Rd, Marietta, OH 45750

Phone: (740) 373-2087

EVALUATION AND TECHNICAL ADVISORY COMMITTEES: Responses by Offerors were distributed to three members of the RFP Evaluation Committee and five members of the Technical Advisory Committee. Members of these committees are as follows:

RFP Evaluation Committee:

- Rick Burgess, VDOT Program Manager, Directional Service Signing Program
- Al Bryan, PLA, VDOT Directional Service Signing Program - Staff Support
- Jen Loux, PHD, DHR, Highway Marker Program Manager

RFP Technical Advisory Committee (Note: Wayne Fleming and Amanda Harmon coordinated and conducted all technical analysis and recommendations on Marker Samples):

- Wayne Fleming, VDOT Materials Testing Laboratory
- Amanda Harmon, PE, Consulting Engineer, Kimley-Horn and Associates
- Caroline Hudgins, VDOT Administrative Services (Contracts)
- Dee Audet, VDOT Traffic Engineering Administration (Contracts)
- Tyler Turpin, DHR Administrative Services (Contracts)

VDOT Support Staff. Another VDOT staff member provided support for documenting and summarizing meeting minutes but was not involved in the actual scoring of the RFP.

- Lewis Bridgeforth III, VDOT Directional Service Signing Program - Staff Support

RFP SCORING OF WRITTEN AND SUPPLEMENTARY MATERIALS: Members of the RFP Evaluation Committee reviewed the RFP materials and supplemental materials (videos, documentaries, testing methodology, etc.) and scored the written RFPs prior to Sample Submittals being received by VDOT Materials Division.

Both Offerors presented the minimal information necessary to qualify, on paper, for consideration for this contract. Supplementary information was also reviewed from each Offeror and found to be very professional and demonstrated that each Offeror possessed the manufacturing facilities and capacity to meet the needs of the contract requirements. A Consensus Scoring Summary of the RFP has been provided with this submittal.

RFP SCORING OF PRODUCT SUBMITTALS: Scoring of product sample submittals consisted of both subjective (artistry, craftsmanship) and objective (technical / materials testing) requirements. Artistry and craftsmanship of the Virginia State Seal scored evenly for both Offerors; however, complete scoring of the sample submittals was held in abeyance until members of the Technical Advisory Committee completed a thorough testing regimen and analysis of results for the entire panel for both samples.

Once testing and analysis of product sample submittals was completed, the Technical Advisory Committee presented their findings and recommendations to the Evaluation Committee. The Technical Advisory Committee's "Product Demonstration Scoring" has been provided with this submittal along with a "slide show" of elements examined for each panel. Each member of the RFP Evaluation Committee took the "Product Demonstration Scoring" under advisement as they conducted their own independent scoring of the marker samples.

A technical evaluation of uniformity of color, gloss, accuracy of raised lettering and diamond dart, uniformity of material thickness (powder coat / aluminum), panel dimensions, border, marker collar, hardware, adhesion of powder coat, clear coat, consistency and quality of cast aluminum, lettering detail, reflectivity, etc. resulted in a higher score for the sample submittal by Sewah Studios. Whilst Sewah Studios scored 15 out of 15 points by the Technical Advisory Committee, Southwell scored 10. Deficiencies in the Southwell Sample submittal were in areas of critical importance and may be summarized as follows:

- Non-uniform sheen of background silver
- Non-uniform sheen of black lettering and border
- Clear Powder Coat peeling on panel
- Black Paint Blister on bottom left edge
- Holiday marking (holes) in aluminum casting at top left hand corner of panel
- Panel (casting) not plumb from side to side (warped)
- Thickness of Powder Coat consistently less than Sewah product in all areas (border, text, panel)
- Overall Artistry and Craftsmanship of the Sewah Marker Sample was found to be far superior to the Southwell Panel

- Font style of Sewah Panel was preferred over Southwell Font and found to be easier to read
- Did not receive Manufacturer Recommendations from Southwell for two out of three paint applications

The Evaluation Committee was unanimous that the noted visual deficiencies in the Southwell Sample Submittal (clear coat peeling, holidays, paint blister, etc.) would have been cause to reject this submittal had it been an actual marker delivered to the field for installation. The Sewah submittal, on the other hand, would have been acceptable on all points.

SUMMARY: Given the above review and analysis, coupled with the outcome of the consensus scoring of the RFP, it is the recommendation of the RFP Evaluation Committee to proceed with negotiations with Sewah Studios based on their demonstration of a superior product that meets the needs of this Historical Marker Contract.

Rick Burgess

Al Bryan

Jen Loux

RFP Evaluation Committee Members: