

National Institute of Governmental Purchasing

2011 Innovations in Public Procurement Award

Enhancing Transparency and Vendor Outreach by Webcasting the Public Bid Opening

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Broward County Purchasing Division**

The Broward County Purchasing Division began webcasting their public bid opening on a trial basis in October 2008 and it quickly became clear that the vendors appreciated the option to view the proceedings without being physically present. Throughout 2009, staff has made improvements to the bid opening process that have resulted in an efficient and professional weekly webcast. In 2010, a question was added to the Vendor Feedback question regarding the bid opening webcast. We received a number of positive comments about the bid opening webcast and also some suggestions which were incorporated into the webcast.

The purpose of the Purchasing Division Bid Opening Webcast is to provide Broward County vendors with an additional venue for observing the public opening and reading of the bid and solicitation proposals. The webcast was specifically designed to allow for the participation of vendors who could not attend in person. While the webcast focused on making the bid opening proceedings available to more vendors through the use of technology, the initiative improved the bid opening as a whole which benefitted the vendors who prefer to attend the bid opening in person.

The webcast of the bid opening was achieved using existing staff and resources and therefore required no additional expenditure. The same technology used to webcast commission meetings was utilized for the bid opening. This required that the schedule of the bid opening be changed so that it did not conflict with any commission meetings. Just the change in the time proved to be a benefit because several vendors commented that previously they had to miss the bid opening because it conflicted with the commission meetings. The vendors are now able to attend or view the commission meetings on Tuesday and the bid opening on Wednesday.

While the technology was already in place for the webcast, the format of the bid opening itself needed to be modified to ensure a professional delivery. Administrative staff had been facilitating the bid opening but often they received questions before and after the opening that they could not answer because they were not purchasing agents. This was resolved by implementing a schedule in which each of the purchasing agents facilitated the bid opening on a rotating basis. This ensures that a knowledgeable person is available to handle vendor questions. At times, the bid opening was actually interrupted with questions from the vendors. As part of the webcast implementation, rules were put into place to ensure that the bid opening flowed without interruption and that there were no disruptions that could impact the quality of the webcast. The rules were kept simple and included limiting the questions to before or after the webcast and prohibiting cell phone usage or talking during the webcast.

To further enhance the delivery of the webcast a script was developed to ensure that information is provided to the vendors in a consistent manner. The script was reviewed by legal counsel to ensure that all necessary information is provided to the vendors. Additionally, the bid numbers and titles of the bids scheduled to be read

are continuously displayed as a slide presentation in the room. During the webcast, the display alternates between the slide presentation and the live reading of the bids. Also provided in the slide presentation are the bid numbers and titles of any bids where the bid opening was delayed. In this way, the vendors can quickly verify that the bids they are interested in are going to be read during the bid opening. Providing this information reduced significantly the number of questions that staff received prior to the beginning of the bid opening. It was also important since vendors watching the webcast would not have the opportunity to ask if the bid they were interested in would be read.

After a few instances where the purchasing agent had difficulty locating the pricing information in a bid, a summary cover sheet was added to all bids. Vendors are requested to fill in the overall pricing on the summary cover sheet and place it as the first page of their bid. This has saved a significant amount of time because staff does not have to flip through the bid to find the pricing. It also eliminates confusion if there are several components which make up the final pricing since the summary cover sheet only contains the pricing that is to be read at the bid opening.

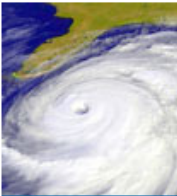
The feedback regarding the webcast has been positive. One vendor reported to a purchasing agent that his company appreciated the webcasts and would have his secretary view the webcasts whenever he couldn't make it to the bid openings in person. Another vendor while watching the webcast realized that he had made a substantial mistake on his bid. He was able to immediately call the agent of concern and begin the process to withdraw his bid due to the mistake. The vendor would not have been able to address the situation as timely if the bid opening were not webcast. Other vendors who are not local to Broward County have expressed appreciation for the opportunity to participate in the bid opening in spite of their geographic distance.

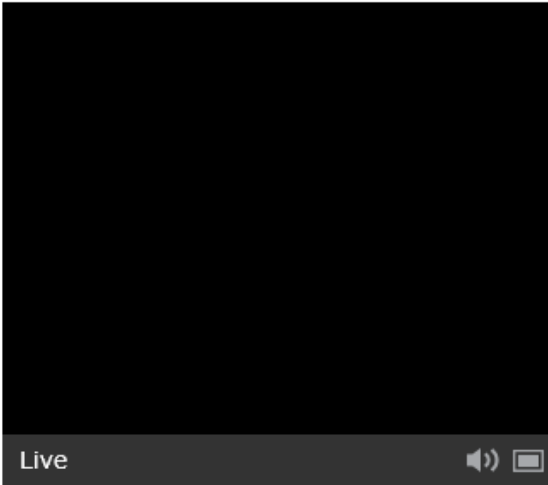
The weekly bid opening Webcast is available from the Broward County home page by clicking on "Video Central" (<http://www.broward.org/video/>). The dates and times that the bid opening is Webcast are included in the "Upcoming Government Webcasts" schedule. Visitors to the Broward County Purchasing sub-site (<http://www.broward.org/purchasing/>) can get to "Video Central" by clicking on the webcast icon prominently located on the applicable pages.

Attachments:

- 1- Screen shot of Video Central page on Broward.org
- 2- Screen shot of Broward County Purchasing page with Bid Opening Webcast icon
- 3- Template for Bid Opening Script
- 4- Bid Opening Slide Presentation
- 5- Template for Bid Opening Summary Cover Sheet

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Today's Program Now Playing

[View Today's Program](#) | [View Guide](#)

Upcoming Webcasts	
03/29 10:00am	County Commission Meeting - Good & Welfare - Public Hearing
03/30 2:00pm	Broward County Bid Opening
04/01 5:30pm	Replay of 3/29 County Commission Meeting

Featured Videos



Preparing the County Budget: How We Put Your Money to Work
Viewers will receive a basic understanding of how Broward County goes about managing your money. — Playing Time 16:49.
[MP3 Audio](#)



Internet Safety
Cyber Sue and Li'l Red Hoodie remind viewers the importance of teaching Internet safety to children. Sponsored by Broward County Libraries Division. — Playing Time 01:12.
[MP3 Audio](#) | [MP4 Video](#)



Wildlife Matters - Balancing Conservation & Development
Learn environmentally-friendly practices to help ease the loss of habitat to wildlife and to conserve water. Sponsored by OUC and Nature Wise, Inc. — Playing Time 26:50.
[MP3 Audio](#) | [MP4 Video](#)



Overall Lawn Care
Viewers are provided recommendations on proper lawn care using fertilizers. Sponsored by South Florida Water Management District — Playing Time 00:33.
[MP3 Audio](#) | [MP4 Video](#)



Greater Fort Lauderdale Convention Center: Meetings Made Easy
See why Fort Lauderdale and the Greater Fort Lauderdale Convention Center are preferred destinations for your next meeting or convention. Sponsored by Greater Fort Lauderdale Convention & Visitors Bureau — Playing Time 02:59.
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Purchasing Division



Broward County Governmental Center
115 S. Andrews Ave., Room 212
Fort Lauderdale, FL 33301
Phone: 954-357-6066

Hours: 8:30 a.m. to 5 p.m., Monday through Friday.

News



On March 8, 2011, the Broward County Board of County Commissioners approved changes to the County's Cone of Silence Ordinance and Procurement Code. Please read the [letter from the County Administrator](#) regarding the changes and the detailed information provided in the documents below. As a result of the changes, two additional pages are now available on this website. The [Committee Appointment](#) page and [Recommendation of Ranking](#) page are accessible from the navigation bar to the left.

- [Approved Procurement Code Changes](#)
- [Approved Cone of Silence Ordinance Changes](#)



**View Live
Bid Opening Webcast
Wednesdays at 2 pm**

 **2010 Vendor
Feedback
Survey Now!**

Resources

- [Broward County Procurement Code](#)
- [Broward County Standard Agreement Terms & Conditions](#)
- [Current Open - End Contracts \(PDF\)](#)
- [Current Open - End Contracts \(XLS\)](#)

Bid Opening Script (Purchasing Agent)

If RLIs or RFPs are being read during the meeting include the appropriate language highlighted in **red** or **green** respectively.

Begin, Turn on Microphone:

READ "Sergio, we are ready." wait 20 seconds

READ "This is the bid opening for (DATE: _____) it is now (TIME: _____). My name is (Name: _____) Purchasing Agent for Broward County Purchasing Division. All bid opening meetings can be viewed live on www.broward.org on Video Central. All bids that were submitted on time are now here. The bid numbers and titles for the bids that will be opened today are being displayed.

All Requests for Letters of Interest (RLI) (and/or Requests for Proposals) that have been received and opened on their respective due dates, since the last bid opening meeting held on (insert DATE: _____), are also being displayed.

READ "We are going to take the next few minutes to sort and open the bid packages. We ask for your patience while we go through this process. Please be aware that this meeting is being webcast so we ask that you remain quiet while the opening takes place. Please take this opportunity to sign-in if you have not already done so. The sign-in sheet is located on the table by the podium."

Open Bids:

READ: "Opening of the sealed documents will begin". Broadcast Staff will start the pre-recorded message. Purchasing Agent turns off the microphone. Purchasing Agent and Support Staff open and sort the bid packages.

Bid Reading: Purchasing Staff call Sergio on the telephone at extension 5959 and tell him to turn off the message loop. Purchasing Agent turns on the microphone

READ: "We are ready to begin reading for the record" Broadcast Staff will turn off the internal message. (WAIT FIVE SECONDS BEFORE TALKING AGAIN)

READ: "Before we begin the bid reading, we request that all cell phones be turned off or placed on vibrate. We also ask that meeting attendees remain quiet during the reading particularly if you are going to leave the room during the meeting. For the record this meeting is being audio recorded. The Purchasing Division will not make bids available to the public for 14 days after this bid opening to allow for sufficient time to evaluate the bids. Preliminary Bid tabulations will not be given out until after the agent has reviewed the bids and will be posted in approximately two weeks on the Purchasing website. Final Bid tabulations will be posted upon the evaluation and recommendation for award. With the opening of the bids, the Cone of Silence is in effect for these solicitations in accordance with Section 1-266(B) of the Broward County Ordinance No. 2001-15. **However, please be aware that for all Letters of Interest that are read (and/or Requests for Proposals), the cone of silence will not be in effect until the first meeting of the Selection Committee (and/or Evaluation Committee).** Questions related to these bids need to be directed to the Purchasing Agent assigned to the bid and will not be addressed during this meeting. If you did not hear or understand bid information as it is being read, raise your hand and it will be repeated.

Agent will read any bids that were not read at previous week's bid opening:

- 1.
- 2.

(Cite Delayed Bids/RLIs/RFPs if any)

Read: "The following Bids have been delayed:"

(Input Bid info: Bid/RL/RFP #, Title, New Open Date):

- 1.
- 2.

READ: *"The first bid is for..."*(READ BID NUMBER, TITLE, QTY RESPONSES RECEIVED)

READ: *"The following bidders have submitted..."* (READ BIDDERS NAMES AND TOTAL(s))

CONTINUE UNTIL ALL RESPONSES HAVE BEEN READ FOR THAT BID

READ: *"The next bid is for"...* (REPEAT STEPS ABOVE)

READ: *"This concludes the reading of the bids. Next the Requests for Letters of Interest (and/or Request for Proposals) will be read:*

READ: *"The first RLI is for..."*(READ RLI NUMBER, TITLE, RLI DUE DATE, QTY OF RESPONSES RECEIVED)

READ: *"The following vendors have responded..."* (READ VENDORS NAMES)

CONTINUE UNTIL ALL VENDORS HAVE BEEN READ FOR THAT RLI

READ: *"The next RLI is for"...* (REPEAT STEPS ABOVE)

READ: *"The first RFP is for..."*(READ RFP NUMBER, TITLE, RFP DUE DATE, QTY RESPONSES RECEIVED)

READ: *"The following vendors have responded..."* (READ VENDOR NAMES)

READ: *"The next RFP is for"...* (REPEAT STEPS ABOVE)

READ: *"All bids and RLIs (and/or RFPs) have been read...we are concluding this reading for the (DATE: _____) bid opening at (ENDING TIME: _____)." (WAIT TEN SECONDS BEFORE LEAVING)*



**Bid Opening for
Wednesday
March 23, 2011**

**Brought to you as a service of the
Broward County
Board of County Commissioners**

Sue Gunzburger • Dale V.C. Holness • Kristin Jacobs • Chip LaMarca • Ilene Lieberman • Stacy Ritter • John E. Rodstrom, Jr. • Barbara Sharief • Lois Wexler

www.broward.org/purchasing
Broward County Bid Opening
[March 23, 2011]

Bid Number	Description
G0909301B1	Loader, High-Reach Boom (Delayed until further notice)
R0876904R2	Storing and Handling of Trade Show Exhibits
R0891902R1	New Broward County Courthouse
R0899203P1	Janitorial Services for Large Complexes

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PREVIOUS CONTRACT NO. _____

BID NO. _____

**PURCHASING DIVISION
BOARD OF COUNTY COMMISSIONERS
BROWARD COUNTY, FLORIDA**

Bid Submittal Summary Sheet for Public Reading

The purpose of this page is to facilitate the efficient and accurate reading of your bid submittal at the Bid Opening. Your cooperation is appreciated in completing the following information and ensuring that it is placed as the first page of your bid submittal. The information on this page does not take the place of the bid documents or the bid sheet. In the event that there is a discrepancy between the information on this page and the information in the bid sheet, the information on the bid sheet will prevail.

Bid Number: _____

Bid Title: _____

Name of Company: _____

Total Bid Price: _____

Or

Group 1 Total Price: _____

Group 2 Total Price: _____

Etc.

Total All Groups: _____