



CITY OF MENIFEE

SUBJECT: Agreement with Dekra-Lite Industries, Inc. for Military Banner Program Services

MEETING DATE: July 17, 2024

TO: Mayor and City Council

PREPARED BY: Mandy Stephens, Management Analyst

REVIEWED BY: Rebekah Kramer, Assistant to the City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve and authorize the City Manager to execute a Professional Services Agreement with Dekra-Lite Industries, Inc. for military banner printing and installation services for an initial one-year term in a total not-to-exceed amount of \$18,750 through June 30, 2025; and
2. Authorize the City Manager or designee to authorize and/or execute two, one-year extensions in an amount not-to-exceed \$18,750 annually.

DISCUSSION

Background

The City shows appreciation for our military service members and their families by organizing events for Memorial Day and Veterans Day. Additionally, this year, the City Council has chosen the theme "Hometown of Heroes" for the State of the City concept to honor military service members and their families. In 2012, the Military Banner Program ("Program") was established to recognize and celebrate Menifee residents or their immediate family members who served or are currently serving in the United States Armed Forces. Applications for the Program are accepted year-round, with installations and removals twice a year. Over the last two fiscal years, the City has received and processed 96 applications for the Program. The deadline for banners to be installed in May for Memorial Day is February 15, and the deadline for banners to be installed in November for Veterans Day is August 15.

During the November 15, 2023, City Council meeting, a policy amendment was presented and approved that addressed location parameters, banner designs, application deadlines, and the introduction of a commemorative banner presented to all applicants. These changes were identified to enable staff to manage the Program more efficiently, improve the visual impact of the banners in designated locations, and enhance how military service members are recognized. The

inclusion of the commemorative banner and other program components led to the need for staff to issue a Request for Proposal (“RFP”) to assess services and pricing.

RFP Process

On February 20, 2024, the City issued RFP No. 2024-13 for military banner production and installation services. Four proposals were received by the submittal deadline of March 15, 2024. A review committee comprised of city staff from multiple departments completed a comprehensive evaluation of the proposals received. Proposals were reviewed and ranked based on the qualifications and experience of the firms and their project team, service delivery approach, and cost. The average scores for the RFP evaluation summary are shown in Table 1. SoCal Lighting Pros did not provide a detailed scope of work and pricing on the commemorative banner, rendering their bid non-responsive.

TABLE 1 – RFP EVALUATION SUMMARY

Firm	Average Score (100 possible points)
Dekra-Lite Industries, Inc.	86.00
BrightLife Designs	85.00
St. Nick's	83.67
SoCal Lighting Pros	77.33

The top three finalists participated in an interview, which allowed for an evaluation of the project team identified for each firm. The average scores of the evaluation completed by the interview panel and pricing per banner are summarized in Table 2.

TABLE 2 – RFP INTERVIEW SUMMARY

Firm	Average Score (100 possible points)	Price per banner (Year 1)
Dekra-Lite Industries, Inc.	82.00	\$269.71
BrightLife Designs	81.67	\$379.96
St. Nick's	70.67	\$315.26

Following the proposal evaluation, interviews, and reference checks, City staff determined that Dekra-Lite Industries, Inc. was best qualified to provide production and installation services to the Program. Dekra-Lite Industries, Inc. has extensive experience producing and installing banners and holiday decorations for many cities and has previously worked with the City for this Program. Their experience, quality of service, and overall cost are what set them apart from the other firms. The proposed three-year term of the agreement would extend through June 30, 2027, in an amount not-to-exceed \$18,750 per year.

The amount of the proposed PSA exceeds the City Manager's signing authority. Pursuant to Menifee Municipal Code §3.12.040, any contract amount that exceeds the City Manager's signing authority shall be approved by the City Council.

STRATEGIC PLAN OBJECTIVE

Safe and Vibrant Community

FISCAL IMPACT

The fiscal impact of the proposed agreement with Dekra-Lite Industries, Inc. is not-to-exceed \$56,250. Funding is available within the General Fund for the Fiscal Year 2024/2025 Budget in the accounts shown in Table 3 below. Funding for future fiscal years shall be budgeted as part of their respective year's budget. No additional budget appropriation is required.

TABLE 3 – FUNDING ACCOUNTS

Account Description	Account No.	Contract Amount
Military Banners – Supplies	1100-CEO-CEOA-120-10200-651011	\$18,000
Military Banners – Postage	1100-CEO-CEOA-120-10200-651200	\$750
	TOTAL	\$18,750

ATTACHMENTS

1. Professional Services Agreement – Dekra Lite Industries, Inc.