

CITY OF CORAL GABLES

-MEMORANDUM-

TO: Honorable Mayor and
Members of the City Commission

Date: October 14, 2020

FROM: Peter J. Iglesias, P.E.
City Manager



SUBJECT: Award Recommendation
RFP 2020-005 Fitness Program
Management Services

At the November 17, 2020 City Commission Meeting an award recommendation for RFP 2020-005 Fitness Program Management Services will be included on the agenda. This memorandum serves to notify you that in accordance with Section 2-763 of the City Code entitled "Contract Award", my recommendation to the City Commission for award of the subject RFP is as follows:

- 1) Accept the recommendation of the Procurement Officer to award the RFP contingent upon fee negotiations with The Fitness Center, Inc., the responsive and responsible proposer, for Fitness Program Management Services.
- 2) Reaffirm the City's right to pursue alternative courses of action.

On August 12, 2020, the Procurement Division of Finance formally advertised, issued, and distributed Fitness Program Management Services, Request for Proposals (RFP) 2020-005. Fifteen (15) prospective proposers downloaded the RFP package from Public Purchase, the City's web-based e-Procurement service.

On September 14, 2020, two (2) firms submitted proposals in response to the RFP: Breakout Performance and Physical Therapy, LLC and The Fitness Center, Inc.

The responses were reviewed by the Procurement Division in order to determine responsiveness to the requirements of the RFP. During the review, it was determined that the following proposer would be deemed non-responsive and would receive no further consideration for award: Breakout Performance and Physical Therapy, LLC (proposer failed to meet the minimum qualifications for the RFP);

On October 9, 2020, the Evaluation Committee convened to evaluate the responsive and responsible proposal. The Evaluation Committee determined that The Fitness Center, Inc., was a responsive-responsible proposer for the contract award.

The Evaluation Committee further recommended to award the contract contingent upon fee negotiations with The Fitness Center, Inc. Should the negotiation fail, the City will proceed with options in the best interest of the City.

After successful negotiations, a Professional Services Agreement will be executed. A more detailed description of the RFP, proposal response and evaluation results will be provided to you as part of the Agenda package.

Please contact me should you have any questions.

Copy:

Miriam Soler Ramos, Esq., City Attorney

Billy Y. Urquia, City Clerk

Eduardo Santamaria, Assistant City Manager

Fred Couceyro, Director, Parks and Recreation

Carolina Vester, Assistant Director, Parks and Recreation

Diana M. Gomez, Finance Director

Celeste S. Walker-Harmon, Finance Assistant Director for Procurement



**RFP 2020-005
FITNESS PROGRAM MANAGEMENT SERVICES
EVALUATION OF PROPOSALS
COMPOSITE**

SELECTION CRITERIA	PROPOSERS	Maximum Criteria Points	Maximum Total Points (5 Members)	The Fitness Center, Inc.
Experience & Qualifications		150		
Company history and description...			50	47
Proposer's relevant knowledge and experience in providing the services...			50	50
Qualifications and experience of all proposed key personnel			50	22
Experience & Qualifications Total				119
Proposed Approach and Methodology		150		
Proposer's overall detailed approach...			50	44
Proposer's capabilities for memberships and programs...			50	42
Proposer's capabilities for employee selection, training and policies....			50	39
Proposed Approach and Methodology Total				115
Past Performance and References		50		
Proposer's three (3) references (but no more than five (5)) from public sector agencies, similar in size to the City....			25	24
Public sector clients, if any, that have discontinued use of Proposer's services within the past two (2) years...			15	15
Civil, criminal, administrative, other similar proceeding filed or pending...			10	10
Past Performance and References Total				49
Overall Cost		150		
Proposer's pricing as shown on the Schedule of Values			150	64
Overall Cost Total				64
TOTAL POINTS		500		347
RANKING				

Signature: 
 Chairperson:
 Reviewed By:

Print Name: Letta V Smith
 Print Name: Eduardo Hernandez