

PARKS, RECREATION AND
YOUTH CENTER MASTER PLAN
RFP 2018-003

PROCUREMENT PRESENTATION



REQUEST FOR PROPOSALS (RFP)

- Proposals received are evaluated against a predetermined set of criteria, which are incorporated in the RFP and award is made not principally on the basis of price but to the proposer whose proposal contains most advantageous combination of price, quality, and other features.

RFP PROCESS

1. Solicitation document is advertised and public notice posted. (January 19, 2018)
2. Question and Answer Period.
3. Receipt of proposals. (February 16, 2018)
4. Evaluation of proposals
 - Procurement evaluation for responsiveness and responsibility
 - Evaluation Committee evaluates based on criteria defined in the RFP
5. Recommendation of award
 - Evaluation Committee makes recommendation
 - Approved by City Manager
 - Intent to Award is issued. (April 30, 2018)
 - Cone of Silence is lifted.
 - Start of three (3) day protest period. (Ends May 3, 2018)
 - **NO INTENT TO PROTEST RECEIVED**
6. Award by City Commission
7. Negotiations
8. Contract execution

CATEGORY/CRITERIA ASSIGNMENT (SPECIFIC TO THE MASTER PLAN PROJECT)

	Category	Points
a)	Experience & Qualifications	30
b)	Project Understanding, Proposed Approach, and Methodology	30
c)	Past Performance and References	20
d)	Price Proposal	20
	Total Points	100

PROPOSER EVALUATION CRITERIA BREAKDOWN

a) Experience and Qualifications

- Proposer's qualifications including, but not limited to: the number of years in business, credentials, licenses/certifications, capabilities and capacity to effectively meet the city's needs, number of employees, office location where work is to be performed.
- Proposer's relevant experience and proven track record, during the past five (5) years, in providing master planning services, specifically in the field of parks, recreation and youth center, similar in scope as outlined in the RFP, to public sector agencies, particularly to municipal/local governments.
- Qualifications and experience of all proposed key personnel (including sub-consultants)

b) Project Understanding, Proposed Approach, and Methodology.

- Proposer's overall detailed approach and methodology to perform the services solicited herein. Understanding of the RFP scope and requirements, implementation plan, proposed time schedule for the completion of the project, strategies for assuring assigned work is completed on time, communication with City staff, and Proposer's intent to positively and innovatively work with the City in providing the services outlined in this RFP.
- Recent, current and projected workload for the Proposer and key personnel assigned to the City's account; and how the potential contract will fit into the Proposer's workload.

c) Past Performance and Reference

- Proposer's detailed references and past performance.

d) Price Proposal

- The evaluation process is designed to award this procurement not necessarily to the proposal of least cost, but rather to the Proposer whose proposal best meets the requirements of this RFP. However, Proposers are encouraged to submit proposals which are consistent with City government to conserve city funds/resources.
- Each Price Proposal shall be scored.

EVALUATION COMMITTEE INSTRUCTION SHEET

RFP 2018-003 PARKS, RECREATION AND YOUTH CENTER MASTER PLAN

SELECTION COMMITTEE OBJECTIVE

Members are responsible for rating and ranking all proposals submitted for their review while following the evaluation guidelines outlined in the solicitation. The Committee will submit the results of their evaluation which will be utilized to determine the next actions in the process.

CONE OF SILENCE – REFER TO SECTION 2-1059 OF THE PROCUREMENT CODE

The Cone of Silence **prohibits any communication** regarding a particular request for proposals (RFP), request for qualifications (RFQ), invitation for bids (IFB) or any other advertised solicitation between a potential offeror, vendor, service provider, bidder, lobbyist, or consultant and city department heads, their staff, selection committee or evaluation committee members;

Any communication regarding a particular request for proposals (RFP), request for qualifications (RFQ), invitation for bids (IFB) or any other advertised solicitation between the city commissioners and city department heads, the city departments' staff, selection committee or evaluation committee members.

INSTRUCTIONS

- Read everything included in this packet. You will need all the information to be able to evaluate the proposals correctly.
- Do your evaluation independently. Review the solicitation, including any addenda.
- Begin an initial scoring as part of your independent review in pencil. You will have an opportunity to ask questions during the evaluation session and may want to change your scores. Please be sure to follow the rating guidelines included in your package when preparing your scores.
- The Committee meetings are publicly noticed meetings (not public hearings). As such, members of the public may choose to attend, but will not be allowed to address the Committee.

Included in Packet

Meeting Agenda
No Conflict of Interest Certification
Score Sheet
Rating Guidelines
Cone of Silence Section 2-1059
Client Reference Forms
The City's responsiveness Spreadsheet

Project Documents

- RFP 2018-003 Parks, Recreation and Youth Center Master Plan – City's advertised Package
- Two (2) Addendums
- Proposer Response to the RFP

RATING GUIDELINE

RATING GUIDELINES				
EVALUATION OF PROPOSALS				
RFP 2018-003 PARKS, RECREATION AND YOUTH CENTER MASTER PLAN				
	Experience & Qualifications <i>Max Points: 30</i>	Project Understanding, Proposed Approach and Methodology <i>Max Points: 30</i>	Past Performance and References <i>Max Points: 20</i>	Price Proposal <i>Max Points: 20</i>
Excellent	27.5-30	27.5-30	18.5-20	18.5-20
Good	21.5-27	21.5-27	14.5-18	14.5-18
Fair	15.5-21	15.5-21	10.5-14	10.5-14
Poor	0-15	0-15	0-10	0-10
Excellent:	The proposal's response to the criteria is complete and well defined, providing relevant supporting details and examples. The response to this criteria indicates a high prospect for outstanding performance on the resulting contract. The expectations for this criteria are clearly met or exceeded.			
	<i>100-90% of points available for the category</i>			
Good:	The proposal's response to the criteria is generally complete and well defined, providing reasonably well developed responses with a good amount of relevant supporting details and examples. The response to this criteria indicates a moderate to high prospect for good performance on the resulting contract. Most of the expectations are met for this criteria.			
	<i>89-70% of points available for the category</i>			
Fair:	The proposal's response to the criteria is fairly complete, but lacking some definition or clarity. The response is not well developed to address the criteria and provides limited supporting details and examples. The response to this criteria indicates a prospect of achieving satisfactory performance on the resulting contract, but there may also be some risk. Few of the expectations are demonstrated to be met for this criteria.			
	<i>69-50% of points available for the category</i>			
Poor:	The proposal's response to the criteria is not complete or provides minimal information, lacking sufficient details and examples. The response to this criteria indicates a moderate to high risk of not achieving satisfactory performance on the resulting contract. Does not demonstrate ability to meet expectations for this criteria.			
	<i>49% or below of the points available for the category</i>			

RESPONSIVENESS SUMMARY

RESPONSIVENESS REVIEW	
RFP 2018-003 Parks, Recreation and Youth Center Master Plan	
FEIN:	
<u>Due Diligence:</u>	
Florida Department of State - Division of Corporations (Sunbiz)	
Florida Department of Business and Professional Regulation	
System for Award Management (SAM) - Federal	
County Local Business Tax Receipt	
Authorized signatory or evidence of authorization to sign	
State Suspended Vendor Check	
State Convicted Vendor Check	
Debarment Check (County)	
Sub-Consultants Proposed	
<u>General Requirements:</u>	
Submit one (1) original response, six (6) photocopies, and one (1) digital copy (PDF format) on a CD or flash drive.	
Clearly mark the RFP number and RFP name on the outside of your envelope	
Proposal was submitted prior to the deadline	
<u>MINIMUM QUALIFICATION REQUIREMENTS</u>	
PROPOSER SHALL	
1) Be regularly engaged in the business of providing the goods and/or services similar in scope and size as described in the Request for Proposal "Scope of Services" for a minimum of five (5) years.	
2) Provide proof of active status or documentation evidencing Proposer is currently seeking active status with the Florida Department of State, Division of Corporation.	

RESPONSIVENESS SUMMARY

Response Format

SECTION I: TITLE PAGE, TABLE OF CONTENTS, REQUIRED FORMS, AND MINIMUM QUALIFICATION REQUIREMENTS.

- 1) **Title Page:** Show the RFP number and title, the name of your firm, address, telephone number, name of contact person, e-mail address, and date.
- 2) Provide a **Table of Contents** in accordance with and in the same order as the respective "Sections" listed below. Clearly identify the material by section and page number.
- 3) Fill out, sign, and submit the **Proposer's Acknowledgement Form**.
- 4) Fill out and submit the **Solicitation Submission Check List**.
- 5) Fill out, sign, notarize (as applicable), and submit the **Proposer's Affidavit and Schedules A through H**.
- 6) **Minimum Qualification Requirements:** submit detailed verifiable information affirmatively documenting compliance with the Minimum Qualifications Requirements shown in Section 3.

SECTION II: EXPERIENCE AND QUALIFICATIONS

FOR PROPOSER:

- 1) Provide a complete company background and history, including, but not limited to, the number of years in business, credentials, copy of applicable licenses/certifications, capabilities and capacity to effectively meet the City's needs, number of employees, relevant experience and proven track record, during the past five (5) years, in preparing master plans, similar in scope as identified in this solicitation to public sector agencies, particularly to municipal/local governments.
- 2) Include a thorough example of successful Parks and Recreation master planning, including up to five (5) different Master Plan projects completed within the past five (5) years.

FOR KEY PERSONNEL:

- 1) Provide a summary of the qualifications, copy of applicable licenses/certifications, and experience of all proposed key personnel that will perform supervisory, management or oversight responsibilities. Include resumes (listing experience, education, licenses/certifications) for your proposed key personnel and specify the role and responsibilities of each team member in providing the services outlined in the RFP. Indicate any time limitations or schedule limitations regarding each key personnel member.

RESPONSIVENESS SUMMARY

SECTION III: PROJECT UNDERSTANDING, PROPOSED APPROACH, AND METHODOLOGY

1) Describe in detail, your approach and methodology to perform the services solicited herein. Include detailed information, as applicable, which addresses, but need not be limited to: understanding of the RFP scope and requirements, implementation plan, proposed time schedule for the completion of the project, strategies for assuring work is completed on time, and communication with City staff. Indicate how the Proposer intends to positively and innovatively work with the City in providing the services outlined in this RFP

2) Provide recent, current and projected workload for the Proposer and key personnel assigned to the City's account. Explain how this potential contract will fit into the Proposer's workload.

3) Provide in detail the approach and methodology that will be applied towards completion of each section included in the scope of services including past examples of deliverables in the scope of services.

SECTION IV: PAST PERFORMANCE AND REFERENCES

1) Provide a minimum of three (3) references from public sector agencies, particularly municipal/local government, for which Proposer has provided master planning services, similar in scope as outlined here, within the past five (5) years. Please include: (1) client name, (2) address, (3) contact name, (4) contact telephone number, (5) contact email address, (6) term of contract (start and end date), (7) contract amount, (8) detailed description of services provided. DO NOT include work/services performed for the City of Coral Gables or City employees as reference.

2) If the City has previously awarded the Proposer a contract, identify the details of that award as well as the department and contract administrator for the contract.

3) Provide a list with contact information of public sector clients, if any, that have discontinued use of Proposer's services within the past two (2) years and indicate the reasons for the same. The City reserves the right to contact any reference as part of the evaluation process.

SECTION V: PRICE PROPOSAL

1) Provide pricing utilizing the Price Proposal form under Section 8.

COMMENTS:

Reference Forms Received to Date

Exceptions:

EVALUATION PROCESS

PARKS, RECREATION AND YOUTH CENTER MASTER PLAN - RFP 2018-003 EVALUATION COMMITTEE - SUMMARY SCORING AND RANKING							
Proposers:	Evaluation Criteria:	COMMITTEE MEMBERS:					FINAL SCORING AND RANKING
		Fred Couceyro	Book Dannemiller	Carolina Vester	Leonard Roberts	Felix Pardo	
Aecom Technical Services, Inc.	Experience & Qualifications (max points 30)	29	30	28	30	30	147
	Project Understanding, Proposed Approach, Methodology (max. points 30)	30	30	30	29	30	149
	Past Performance and References (max. points 20)	20	20	15	20	20	95
	Price Proposal (max. points 20)	18	18	16	18	15	85
	Total Points:	97	98	89	97	95	476
	Rank:	1	1	1	1	1	1
Bermello Ajamil & Partners, Inc.	Experience & Qualifications (max points 30)	29	30	30	30	25	144
	Project Understanding, Proposed Approach, Methodology (max. points 30)	28	25	15	29	20	117
	Past Performance and References (max. points 20)	19	19	20	17	15	90
	Price Proposal (max. points 20)	20	20	20	20	20	100
	Total Points:	96	94	85	96	80	451
	Rank:	2	2	2	2	2	2
GreenPlay, LLC	Experience & Qualifications (max points 30)	28	29	25	28	25	135
	Project Understanding, Proposed Approach, Methodology (max. points 30)	29	27	27	28	15	126
	Past Performance and References (max. points 20)	18	17	14	18	10	77
	Price Proposal (max. points 20)	18	19	18	19	15	89
	Total Points:	93	92	84	93	65	427
	Rank:	3	3	3	3	3	3