



EVALUATION TABULATION
 RFP No. EM24-RFP-PRMP01
City of El Mirage Parks & Recreation Master Plan
 RESPONSE DEADLINE: July 25, 2024 at 2:00 pm
 Report Generated: Thursday, August 1, 2024

VENDOR QUESTIONNAIRE PASS/FAIL

Question Title	110%, Inc.	Berry, Dunn, McNeil & Parker, LLC	Dig Studio	Kimley-Horn	PROS Consulting, Inc.
Have you read and agreed to all of the terms and conditions in the RFP	Pass	Pass	Pass	Pass	Pass
Vendor Registration Form	Pass	Pass	Pass	Pass	Pass
W-9 Form	Pass	Pass	Pass	Pass	Pass
Please Provide your Certificates of Insurance.	Pass	Pass	Pass	Pass	Pass
Subcontractor's List	Pass		Pass		Pass
Proposal	Pass	Pass	Pass	Pass	Pass
Please provide any additional information you would like for the City to consider.	No Response	No Response	Pass	No Response	No Response

PHASE 1

EVALUATION CRITERIA

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City of El Mirage Parks & Recreation Master Plan

Criteria	Scoring Method	Weight (Points)
General Information and Cover Letter	Points Based	15 (15% of Total)

Description:

Provide a cover letter with general overview of organization and include the following background information regarding the Offeror's organization, including, but not limited to:

- a) Primary contact information including name, title, email, phone, and mailing address and identification number and legal form of the offeror (e.g., partnership, cooperation, joint venture, sole proprietorship). If a joint venture, identify the members of the joint venture and provide all the information required under this Section for each member. If the offeror is a wholly owned subsidiary of another company, identify the parent company. Provide the name, address, and telephone number of the person to contact concerning the Proposal.
- b) Corporate Structure to include a description of the organization and qualifications of the organization's principals (i.e., list of Board of Directors and key staff), other professionals who will comprise the development and ongoing operation teams and a description of how continued local supervision at the site will be provided. Description of partners or sub-lessees, relationships with the proposer, respective responsibilities and how the partnership is formalized (letter, formal contract, etc.) should be provided.
- c) Identify any contract or subcontract held by the offeror or officers of the offeror that have been terminated within the last five years. Briefly describe the circumstances and the outcome.
- d) Vendor Information Form (attached as separate appendix).

Criteria	Scoring Method	Weight (Points)
Experience and Qualifications of the Firm/Team	Points Based	40 (40% of Total)

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City of El Mirage Parks & Recreation Master Plan

Description:

Provide a detailed description of the firm’s experience in providing similar services to municipalities or other entities of a similar size to City of El Mirage, specifically related to experience with the scope of work.

Consultant must demonstrate successful completion of at least three (3) similar projects within the past 60 months. For the purpose of this solicitation, successful completion means the project was done within the established schedule and budget and was similar in size, nature and scope. This list shall include the following information:

- A. Name of company or organization
- B. Client’s contact name, address, telephone number, and e-mail address
- C. Description of project and services provided
- D. Dates of contract initiation and expiration
 - 1. Role of the firm
 - 2. Projects original contracted cost and final cost
 - 3. Project manager from the firm

Provide a functional staffing organizational chart for the firm and highlight the key staff that will be providing services for the project. Indicate the roles and responsibilities of each key position that will be integrally involved in the project. Include information on any subconsultants as well.

Attach a resume for each key personnel member who will provide services for this project.

Resumes shall include specific experience for each key personnel member on relevant projects, experience, and membership information. Resumes shall not exceed one page in length.

Criteria	Scoring Method	Weight (Points)
Understanding of El Mirage's Unique Characteristics that will allow for the plan to be custom shaped to specific community needs.	Points Based	15 (15% of Total)

Description:

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- a. Provide a narrative on your understanding of the unique challenges El Mirage may be faced with for the provision of parks and recreation now and into the future. What does your firm see as the opportunities and constraints?
- b. How will this plan be different from other parks and recreation plans your firm has completed in the past? The City wants to ensure the plan is specifically tailored to the needs of its residents.

Criteria	Scoring Method	Weight (Points)
Understanding of the project and approach to performing the required services.	Points Based	15 (15% of Total)

Description:

- a. Describe the firm's philosophy and approach to providing the required services with respect to the scope of work, general information, including the firm's approach to problem resolution.
- b. Describe your firm's quality, schedule and cost control procedures and policies. What mechanisms does the firm have in place to ensure a high-quality document that is easy to digest, easy to understand, typo and grammar-free and graphically appealing?
- c. Provide a project schedule showing key project milestones and deliverables. The schedule should demonstrate the firm's ability to meet the identified milestones.

Criteria	Scoring Method	Weight (Points)
Organization/Clarity of Response	Points Based	15 (15% of Total)

Description:

Proposal should be easy to follow and understand and should cover all topics requested. Responses should be clear and cover items listed in Scope of Work above, with deliverables clearly identified and defined.

AGGREGATE SCORES SUMMARY

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City of El Mirage Parks & Recreation Master Plan

Vendor	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Evaluator 5	Total Score
110%, Inc.	100%	90%	91%	83%	88%	90.4%
Berry, Dunn, McNeil & Parker, LLC	90%	82%	95%	85%	86%	87.6%
PROS Consulting, Inc.	98%	82%	90%	78%	90%	87.6%
Dig Studio	100%	84%	92%	78%	80%	86.8%
Kimley-Horn	95%	94%	65%	78%	78%	82%

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	General Information and Cover Letter Points Based 15 Points (15%)	Experience and Qualifications of the Firm/Team Points Based 40 Points (40%)	Understanding of El Mirage's Unique Characteristics that will allow for the plan to be custom shaped to specific community needs. Points Based 15 Points (15%)	Understanding of the project and approach to performing the required services. Points Based 15 Points (15%)	Organization/Clarity of Response Points Based 15 Points (15%)	Total Score
110%, Inc.	100%	88%	82.7%	96%	89.3%	90.4%
Berry, Dunn, McNeil & Parker, LLC	94.7%	87.5%	86.7%	92%	77.3%	87.6%
PROS Consulting, Inc.	98.7%	89%	80%	88%	80%	87.6%
Dig Studio	97.3%	88%	78.7%	85.3%	82.7%	86.8%
Kimley-Horn	94.7%	73.5%	89.3%	85.3%	81.3%	82%

INDIVIDUAL PROPOSAL SCORES

110%, Inc.

General Information and Cover Letter | Points Based | 15 Points (15%)

	Evaluator 1: 15
	Evaluator 2: 15
No comment	
	Evaluator 3: 15
	Evaluator 4: 15
	Evaluator 5: 15

Experience and Qualifications of the Firm/Team | Points Based | 40 Points (40%)

	Evaluator 1: 40
	Evaluator 2: 38
No comment	
	Evaluator 3: 31
	Evaluator 4: 33
	Evaluator 5: 34

Understanding of El Mirage's Unique Characteristics that will allow for the plan to be custom shaped to specific community needs. | Points Based | 15 Points (15%)

	Evaluator 1: 15
	Evaluator 2: 11
Needs to better identify opportunities and constraints.	
	Evaluator 3: 15
	Evaluator 4: 8
	Evaluator 5: 13

Understanding of the project and approach to performing the required services. | Points Based | 15 Points (15%)

Evaluator 1: 15

Evaluator 2: 14

No comment

Evaluator 3: 15

Evaluator 4: 15

Evaluator 5: 13

Organization/Clarity of Response | Points Based | 15 Points (15%)

Evaluator 1: 15

Evaluator 2: 12

Proposal felt drawn out

Evaluator 3: 15

Evaluator 4: 12

Evaluator 5: 13

Berry, Dunn, McNeil & Parker, LLC

General Information and Cover Letter | Points Based | 15 Points (15%)

Evaluator 1: 15

Evaluator 2: 11

Could not find info about contracts terminated in the last 5 years.

Evaluator 3: 15

Evaluator 4: 15

Evaluator 5: 15

Experience and Qualifications of the Firm/Team | Points Based | 40 Points (40%)

Evaluator 1: 35

dates and costs?

Evaluator 2: 36

No project dates listed. One project out of state.

Evaluator 3: 35

Evaluator 4: 34

Evaluator 5: 35

Understanding of El Mirage's Unique Characteristics that will allow for the plan to be custom shaped to specific community needs. | Points Based | 15 Points (15%)

Evaluator 1: 15

Evaluator 2: 11

Opportunities and constraints not clearly addressed. Little to no discussion about tailoring to resident needs.

Evaluator 3: 15

Evaluator 4: 12

Evaluator 5: 12

Understanding of the project and approach to performing the required services. | Points Based | 15 Points (15%)

Evaluator 1: 15

Evaluator 2: 13

No mention of cost control

	Evaluator 3: 15
	Evaluator 4: 14
	Evaluator 5: 12

Organization/Clarity of Response | Points Based | 15 Points (15%)

	Evaluator 1: 10
	Evaluator 2: 11

Points were either difficult to find or were not addressed in proposal

	Evaluator 3: 15
	Evaluator 4: 10
	Evaluator 5: 12

Dig Studio

General Information and Cover Letter | Points Based | 15 Points (15%)

	Evaluator 1: 15
	Evaluator 2: 14

No comment

	Evaluator 3: 15
	Evaluator 4: 15
	Evaluator 5: 14

Experience and Qualifications of the Firm/Team | Points Based | 40 Points (40%)

	Evaluator 1: 40
	Evaluator 2: 37
No detailed org chart.	
	Evaluator 3: 32
	Evaluator 4: 37
	Evaluator 5: 30

Understanding of El Mirage's Unique Characteristics that will allow for the plan to be custom shaped to specific community needs. | Points Based | 15 Points (15%)

	Evaluator 1: 15
	Evaluator 2: 8
Narrative of understanding appears to have come from Wikipedia. Opportunities and constraints not clearly identified. Resident needs not addressed.	
	Evaluator 3: 15
	Evaluator 4: 9
	Evaluator 5: 12

Understanding of the project and approach to performing the required services. | Points Based | 15 Points (15%)

	Evaluator 1: 15
	Evaluator 2: 13
Very brief philosophy and approach	
	Evaluator 3: 15
	Evaluator 4: 9
	Evaluator 5: 12

Organization/Clarity of Response Points Based 15 Points (15%)	
	Evaluator 1: 15
	Evaluator 2: 12
Not all topics addressed	
	Evaluator 3: 15
	Evaluator 4: 8
	Evaluator 5: 12

Kimley-Horn	
General Information and Cover Letter Points Based 15 Points (15%)	
	Evaluator 1: 15
	Evaluator 2: 12
Poor wording around contract terminations in the last 5 years. Primary contact info not readily displayed.	
	Evaluator 3: 15
	Evaluator 4: 15
	Evaluator 5: 14

Experience and Qualifications of the Firm/Team Points Based 40 Points (40%)	
	Evaluator 1: 40
	Evaluator 2: 40
No comment	
	Evaluator 3: 5

Evaluator 4: 32

Evaluator 5: 30

Understanding of El Mirage's Unique Characteristics that will allow for the plan to be custom shaped to specific community needs. | Points Based | 15 Points (15%)

Evaluator 1: 15

Evaluator 2: 15

No comment

Evaluator 3: 15

Evaluator 4: 10

Evaluator 5: 12

Understanding of the project and approach to performing the required services. | Points Based | 15 Points (15%)

Evaluator 1: 15

Evaluator 2: 13

Chart of milestones and deliverables is overburdened and difficult to interpret at a glance

Evaluator 3: 15

Evaluator 4: 10

Evaluator 5: 11

Organization/Clarity of Response | Points Based | 15 Points (15%)

Evaluator 1: 10

odd cover letter and presentation

Evaluator 2: 14

No comment

Evaluator 3: 15
Evaluator 4: 11
Evaluator 5: 11

PROS Consulting, Inc.

General Information and Cover Letter | Points Based | 15 Points (15%)

Evaluator 1: 15
Evaluator 2: 14

No comment

Evaluator 3: 15
Evaluator 4: 15
Evaluator 5: 15

Experience and Qualifications of the Firm/Team | Points Based | 40 Points (40%)

Evaluator 1: 40
Evaluator 2: 40

No comment

Evaluator 3: 30
Evaluator 4: 34
Evaluator 5: 34

Understanding of El Mirage's Unique Characteristics that will allow for the plan to be custom shaped to specific community needs. | Points Based | 15 Points (15%)

Evaluator 1: 15
Evaluator 2: 7
General narrative, no identified opportunities & constraints, no identified difference in approach
Evaluator 3: 15
Evaluator 4: 10
Evaluator 5: 13

Understanding of the project and approach to performing the required services. | Points Based | 15 Points (15%)

Evaluator 1: 15
Evaluator 2: 12
No comment
Evaluator 3: 15
Evaluator 4: 10
Evaluator 5: 14

Organization/Clarity of Response | Points Based | 15 Points (15%)

Evaluator 1: 13
Evaluator 2: 9
Basic proposal with too many words and typos. Many topics not addressed.
Evaluator 3: 15
Evaluator 4: 9
Evaluator 5: 14

