

**ATTACHMENT 8**

**CITY OF GAINESVILLE**

**PROFESSIONAL & OTHER SERVICES  
EVALUATION HANDBOOK**

Prepared by  
Division Of Purchasing  
Finance Department

Revised 2/15/22 for the Purpose of ITN#GCRA-230050-GD

# EVALUATOR'S HANDBOOK

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# **PROFESSIONAL & OTHER SERVICES EVALUATION PROCEDURE**

## **INTRODUCTION**

Florida Statutes and the Purchasing Policies and Procedures generally provide that the City select the best qualified firm to provide professional and other services. For this reason, a structured evaluation procedure has been developed to aid the City of Gainesville in selecting the most qualified firm. The evaluation process is based on the completion of a Professional Services Evaluation Package comprised of up to four stages: The Technical Qualification Evaluation, Written Proposal Evaluation, and the Proposal Presentation/Interview Evaluation, and Other Factors as deemed appropriate. All of the various stages are to be used in the evaluation process and the final ranking of the firms, unless otherwise approved by the Purchasing Manager.

The Technical Qualifications Evaluation and Written Proposal Evaluation are used to select firms for Presentations, (no less than three, and no more than six firms, if Consultants Competitive Negotiations Act (CCNA) applies). Because the offering is an Invitation to Negotiate, price will not be discussed until the ranking is approved and negotiations have begun. The Presentation/Interview Evaluation stage will be used in conjunction with the Technical Qualifications Evaluation and Written Proposal Evaluation stages, in order to arrive at a recommended ranking of the firms. All requests by the Evaluation Team to waive the presentation/interview evaluation stage must be submitted to the Purchasing Manager for approval, by completing the form entitled, "Request to Waive Presentation/Interview Evaluation". After consideration the Purchasing Manager shall approve or disapprove the request for a waiver. The recommended ranking shall be obtained by taking into account all prior phases and other factors as deemed appropriate.

The City may consider a Local Preference business; unless superseded by Federal or State regulations. The Evaluation process provides a structured means for consideration of all these areas.

The Technical Qualifications Evaluation will assess each respondent's ability based on the experience and qualifications of key team members, the timeline for completion and the firm's record with regard to this type of work, particularly in the City of Gainesville or in the State of Florida. This stage does not involve review and evaluation of a proposal addressing the project scope of work. Consideration will be given to the firm's financial stability and the location where the majority of the technical work will be produced. The City will not be impressed with excessive amounts of boilerplate, excessive numbers of resumes, excessive length of resumes, excessive numbers of photographs, work that distant offices have performed, or work not involving personnel to be assigned to the proposed project.

The Written Proposal Evaluation will assess the respondent's understanding of the project and the proposed approach to be undertaken as addressed in a written proposal, including a timeline of activities for each deliverable. The evaluation process will assess how effectively the requirements of the scope of services have been addressed. The written proposal should identify a project manager and other key

members of the project/service team. It should relate the capabilities of the project/service team to the requirements of the scope of services. Proposals will be evaluated on the depth of prior experience in engaging the community, working with Subject Matter Experts, and working with local governments in the State of Florida and/or with the State of Florida.

The Proposal Presentation/Interview Evaluation is based on an oral presentation that addresses both the technical qualifications of the firm and the approach to the project. Importance is given to the firm's understanding of the project scope of work, the placement of emphasis on various work tasks, and the response to questions. The evaluation process will assess the project manager's capability and understanding of the project and his/her ability to communicate ideas. The role of key members of the project/service team should be established based on the scope of services and the firm's approach to the project/service. The role of any subcontracted firm in the proposal should be clearly identified. Unique experience and exceptional qualifications may be considered with emphasis on understanding of the project/service, particularly "why it is to be done" as well as "what is to be done". The City of Gainesville will not be impressed with excessive boilerplate, excessive participation by "business development" personnel, and the use of "professional" presenters who will not be involved in the project or future presentations.

Price is not an evaluative factor in this solicitation, however, a price proposal is requested for budget purposes. The Price will not be submitted to the evaluation team for review, but may be addressed in the negotiation of an awarded contract.

The Other Factors to be considered, based upon the specific project (but not limited to), are those items, such as SBPP and/ or Local Preference. Fee proposals, when requested and deemed appropriate, are also to be considered in the evaluation process, where the request for such fees is in accordance with the City's Purchasing Policies and Procedures.

The evaluation will be conducted by City staff, except where otherwise deemed appropriate, and approved by the City Manager or his /her designee. Staff will be the Project Manager or user Department Head. Department Heads should avoid if at all possible appointing direct subordinates. The responding firms will be ranked in priority order, and submitted (may be short list of firms) to the City Manager for review. The City Manager will make a recommendation to the City Commission, to obtain authorization to negotiate a contract when estimated cost for services exceeds \$50,000. Services with an estimated cost of \$50,000 or less shall require approvals based on the assigned dollar value consistent with the requirements of the City Purchasing Procedures.

A copy of the Professional and Other Services Evaluation Handbook, which outlines guidelines and specific considerations, will be utilized in the evaluation process. Evaluation members will also be given the Florida Department of Management Services Professional Services Evaluation Table A as an example of a possible methodology which can be used for evaluating the importance of a proposer's location, when applicable.

Before beginning the actual evaluation process, staff shall ensure that they have a working knowledge of these procedures. Staff will complete the evaluation forms for Written,

Technical, Presentation/Interview where applicable and Summary Ratings, and individually rank the firms based on the total points. There shall be no discussions between staff or any other persons of individual ratings outside of consensus review.

Each individual staff's rankings will be entered on the form entitled Final Ranking for Recommendation. Each of the individual rankings shall be converted to an assigned point value corresponding to the position ranking (i.e. 1st=6, 2nd=5, 3rd=4, 4th=3, and 5th=2 and 6th=1). The assigned points will then be totaled for each of the firms with the firm having the greatest number of assigned points being recommended as the top ranked firm, next highest being recommended as the second ranked firm, and the firm with the third highest number of points being recommended as the third ranked firm and so on. In the event the use of assigned point values results in equal or tied firm ratings, then ratings of the tied firms shall be determined by using total point values attained for each of the firms. In the event a tie still remains, the decision will be reached by applying the "tie bids" section of the City's Purchasing Policy.

Upon completion of the final tabulated rankings, staff shall submit to the Purchasing Buyer each individual staff's ranking, the final tabulation and recommendation.

## TECHNICAL QUALIFICATIONS EVALUATION

This stage considers information submitted in the area of technical qualifications and the evaluators' knowledge of the entity. Emphasis is placed on the firm's qualifications and ability to do the work, rather than the specific project approach which is addressed in the Written Proposal Evaluation. A total of 100 points is obtainable. The Technical Qualifications Evaluation Form shall be completed in accordance with the following guidelines:

**Include narrative specific to each criteria scoring.**

### **A. Ability of Professional Personnel = 55 points maximum**

1. Do the resumes of the key staff support the firm's Competency in doing this type of work? Key staff includes the Project Manager, and other project team professionals.
2. Has the firm done this type of work in the past?
3. Does the project require familiarity or specific experience relative to local land development and/or building codes, regulations or similar regional requirements (i.e. - understanding of local context and development procedures, local climatic conditions, workforce, trades, material availability and construction costs) or processes, and does the firm possess such experience.
4. What is the firms Florida Litigation history within the last ten years on projects they have worked on?
5. Is any of this work to be subcontracted? If so, what are the abilities of the firm(s) to be subcontracted?

**Based on questions #1 through #5 above, award points as follows:**

21-35 points - Exceptional Experience

11-20 points - Average Experience

0-10 points - Minimal Experience

6. Has the company or key staff recently in the past 3 years done this type of work for the City, the State, or for local government?
  - a. If the work was acceptable, award ten **(10)** POINTS.
  - b. If the firm has not done this type of work, award zero **(0)** points.
  - c. If the work was unacceptable, deduct up to ten **(10)** points and note, in detail why.

7. Are there factors, such as unique abilities, which would make a noticeable (positive) impact on the project?
  - a. If the answer is yes, award from one **(1)** to ten **(10)** POINTS and note, in detail reasons.
  - b. If the answer is no, award zero **(0)** points.

**B. Capability to Meet Time and Budget Requirements: = 45 points maximum**

1. Does the level of key staffing and their percentage of involvement, the use of subcontractors (if any), office location, and/or information contained in the transmittal letter indicate that the firm will, or will not, meet time and budget requirements?
  - a. Specific consideration should be given to whether a firm's location is an important factor for the particular project and the firm's ability to meet time and budget requirements. Point weightings and assignments relative to office location will depend on the nature of the project, including the project's size (small, medium or large or a study), complexity (not just ability/knowledge of project-specific technical issues, but perhaps knowledge of the time to navigate local permitting procedures or knowledge of the local material availability and construction costs) and the level of on-site consultation required.
2. Has the firm met or had trouble meeting time and budget requirements on similar projects?
3. Have proof of insurability.
4. If time schedules are applicable, will they meet the City's goals and timelines?
5. Workload: past (5 years), current, and future.
6. Has the firm had a history of requesting change orders for work or extensions of time other than for unforeseen conditions or owner requested changes in scope?

This factor is designed to determine how busy a firm is by comparing all Florida work against Florida personnel.

**C. Modification**

Categories and points may be modified, upon approval by the Purchasing Buyer, based upon the request of the user department for projects or issues that are considered to be unusual or specialized, and which requires different factors or weights (points). Such a request must be submitted to the Purchasing Buyer in writing and must indicate the desired revisions, allowing sufficient time for approval prior to advertising or mailing of the request for proposal.



## **WRITTEN PROPOSAL EVALUATION**

This stage considers information submitted in a written technical proposal outlining the firm's approach based on its understanding of the scope of work. Emphasis is placed on the firm's proposed approach to the project scope of work, rather than the qualifications, which are addressed in the Technical Qualifications Evaluation. A total of 100 points is obtainable. The Written Evaluation Form shall be completed in accordance with the following procedure:

**Include narrative for each criteria scoring.**

**A.     Understanding Of Project Scope of Work 30 points maximum**

1. Did the proposal indicate a thorough understanding of the project scope of work?
2. Is the appropriate emphasis placed on the various work tasks?
3. Does the firm have experience with this type of project with a proven track record?

**B.     Project Approach = 30 points maximum**

1. Did the firm develop a workable approach to the project?
2. Does the proposal specifically address the City's needs or is it "generic" in content?

**C.     Project Manager = 15 points maximum**

1. Does the project manager have experience with projects comparable in size and scope?
2. Does the Project Manager have a stable job history? Has he/she been with the firm long, or have there been frequent job changes?

**D.     Project Team = 15 points maximum**

1. Was a project team identified?
2. Is the team makeup appropriate for the project?
3. Do the team members have experience with comparable projects?
4. Are there any sub-contracted firms involved? Will this enhance the project team?

5. Are the hours assigned to the various team members for each task appropriate?

**E. Project Schedule: = 5 points.**

1. Is the proposed schedule reasonable based on quantity of personnel assigned to the project?
2. Are individual tasks staged properly and in proper sequence?

**F. Proposal Organization = 5 points maximum**

1. Was proposal organization per the ITN?
2. Was all required paperwork submitted?
3. Did the proposal contain an excessive amount of generic boilerplate, resumes, pages per resume, photographs, etc.?

**G. Modification**

Categories and points may be modified, upon approval by the Purchasing Buyer, based upon the request of the user department for projects or issues that are considered to be unusual or specialized, and which requires different factors or weights (points). Such a request must be submitted to the Purchasing Buyer in writing and must indicate the desired revisions, allowing sufficient time for approval prior to advertising or mailing of the request for proposal.

## **PRESENTATION/ INTERVIEW (ORALS)**

This stage considers the presentation of the proposal made by each firm and the interview. A total of 100 points is obtainable. The Proposal Presentation/Interview Evaluation Form shall be completed in accordance with the following procedure:

**Include narrative for each criteria scoring.**

### **A. Understanding of Project Scope of Work = 40 points maximum**

1. Did the presentation indicate a thorough understanding of the project Scope of Work? Is the appropriate emphasis placed on the various work tasks?
2. Was the presentation more specific to the City's project or a "generic" presentation?
3. Did the firm develop a workable approach to the project?

### **B. Responsiveness to Questions = 15 points maximum**

1. Were questions answered directly or evasively?
2. Were answers to questions clear and concise or scrambled and verbose?

### **C. Project Team = 25 points maximum**

1. Did the project team participate?
2. Was project team plan of action presented and how specifically did it address the project scope of work?
3. Was there participation from any subcontracted firms? What was the impact of their participation?

### **D. Project Manager = 20 points maximum**

1. Does the project manager have experience with responsibility for projects of comparable size and scope? Did he/she have a good understanding of this project?
2. Was the project manager the presenter? How effectively did he/she communicate ideas and respond to questions?

**E.     Modification**

Categories and points may be modified, upon approval by the Purchasing Buyer, based upon the request of the user department for projects or issues that are considered to be unusual or specialized, and which requires different factors or weights (points). Such a request must be submitted to the Purchasing Buyer in writing and must indicate the desired revisions, allowing sufficient time for approval prior to advertising or mailing of the request for proposal.

*Note: Option 2 on evaluation sheets alters the point value for A, C & D for those projects where the Project Scope is better defined and requires less understanding and emphasizes the qualifications of Project Manager and Project Team.*

*Staff will specify which option is more appropriate to the specific ITN.*

The Technical Qualifications Evaluation and Written Proposal Evaluation are used to rank the firms. The Presentation/Interview Evaluation stage will be used in conjunction with the Technical and Written Proposal Evaluation stages, if it is deemed necessary, in order to arrive at a recommended ranking of the firms. All requests to waive the presentation/interview evaluation stage must be submitted to the Purchasing Manager for approval, by completing the form entitled, "Request to Waive Presentation/Interview Evaluation". In the space provided on the form, included herein, the reason or justification for the request should be so stated. After consideration by the Purchasing Manager, staff will be notified of the resulting approval or disapproval. The recommended ranking shall be obtained by taking into account all prior phases and other factors as deemed appropriate.

## **PRICE**

Price is not an evaluative factor in this solicitation, however, a price proposal is requested for budget purposes. The Price will not be submitted to the evaluation team for review, but may be addressed in the negotiation of an awarded contract.

## **FINAL RANKING FOR RECOMMENDATION**

Staff shall submit their completed evaluation forms for final tabulation. Each staff's rankings will be entered as shown on the Proposal Evaluation Summary Form. Staff may enter into discussion at this time to discuss wide variances in scores on the technical and written evaluations. The information and analysis provided can result in staff changing individual scores and rankings. These rankings for each of the firms, as submitted by the staff evaluators, shall then be converted to the assigned point value corresponding to the position ranking. The firm with the highest total assigned points and values will be recommended as the top ranked firm, next highest will be recommended as the second ranked firm, the firm with the third highest number of total assigned points will be recommended as the third ranked firm and so on.

In the event the use of assigned point values results in equal or tied ratings, then ratings shall be determined by using total point values attained for each of the tied firms. In the event a tie still remains, references, past performance with the City, and City's "tie bids" section of the City's Purchasing Policy shall apply.

Upon completion of the final tabulated rankings, staff shall submit to the Purchasing Buyer each individual staff's ranking, the final tabulation and recommendation.

## PROPOSAL EVALUATION SUMMARY RANKINGS

The Proposal Evaluation Summary Rankings Form is to be utilized by staff to develop the individual final ranking of the firms. The final ranking process is to take into consideration the following stages when used as part of the evaluation process: 1) Written Proposal, 2) Technical Qualifications, 3) Oral Presentation /Interview and 4) Other Factors, as deemed appropriate. In the event approval is granted by the Purchasing Manager to waive the oral presentations /interviews, final ranking shall be the sum of the technical qualifications, written proposal evaluations, and other factors, as deemed appropriate. If oral presentations are held Written Proposal Evaluations and Technical Qualifications rankings may be used to create a short list of firms to send on to oral presentations/interviews. Final ranking will then be the oral presentations/interviews and other factors as deemed appropriate by staff. Upon determining the ranking of the firms, assigned point values will be applied to each of the position rankings.

<u>POSITION RANKING</u>		<u>ASSIGNED POINTS</u>
First	(1)	6
Second	(2)	5
Third	(3)	4
Fourth	(4)	3
Fifth	(5)	2
Sixth	(6)	1

Staff will record the assigned points per firm based on each individual staff's rankings obtained from the Summary Ranking form.

The SBPP section will be marked with an "X" for those who are a qualified SBPP.

Local Businesses are assigned five (5)% of the technical and written and 5% of oral total points if applicable. Points are applied to the "low local" bid. This applies to **ALL** businesses within city boundaries who request a Local Preference.

When a purchase is anticipated to be greater than \$50,000, and the purchase is qualifications based, if the business enterprise has been certified as either a small or service-disabled veterans business it will be awarded an additional five (5)% of the technical and written total points and 5% of oral total points if applicable. However, a business enterprise may not be awarded points for being both small and service-disabled veterans' business enterprise. Points are applied to the "low small or service-disabled veteran" bid.

**FORMS**



**REQUEST TO WAIVE  
PRESENTATION/INTERVIEW (ORAL) EVALUATION**

DATE: \_\_\_\_\_

TO: \_\_\_\_\_ Purchasing Manager

FROM: \_\_\_\_\_  
Requesting Department

PROJECT TITLE: \_\_\_\_\_

ITN#: \_\_\_\_\_

REASON FOR REQUEST TO WAIVE ORAL PRESENTATION INTERVIEW:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SIGNED BY: \_\_\_\_\_  
Department Director

APPROVED: \_\_\_\_\_  
Purchasing Manager

DISAPPROVED: \_\_\_\_\_  
Purchasing Manager

Date Approved/Disapproved \_\_\_\_\_

DATE COPY OF ACTION TAKEN ☐ / MAILED ☐ TO DEPARTMENT \_\_\_\_\_

MAILED TO ATTENTION: \_\_\_\_\_ BOX #: \_\_\_\_\_

**TECHNICAL PROPOSAL  
QUALIFICATIONS EVALUATION**

PROJECT: \_\_\_\_\_

ITN #: \_\_\_\_\_

EVALUATOR: \_\_\_\_\_

DATE: \_\_\_\_\_

FIRM NAME: \_\_\_\_\_

TECHNICAL QUALIFICATIONS (100 PTS)	POINT VALUE	POINTS AWARDED	COMMENTS
o Ability	55		
o Capability of Meeting Time and Budget	45		
TOTAL	<div><div></div><div>100</div></div>	<div><div></div></div>	

## WRITTEN PROPOSAL EVALUATION

PROJECT: \_\_\_\_\_

ITN #: \_\_\_\_\_

EVALUATOR: \_\_\_\_\_

DATE: \_\_\_\_\_

FIRM NAME: \_\_\_\_\_

WRITTEN PROPOSAL (100 PTS)	POINT VALUE	POINTS AWARDED	COMMENTS
o Project Understanding/Experience	30		
o Project Approach	30		
o Project Manager	15		
o Project Team	15		
o Project Schedule	5		
o Proposal Organization	5		
TOTAL	<hr/> 100	<hr/>	

## PRICE

*(WILL NOT BE EVALUATED FOR THIS SOLICITATION #CRAX-230050-GD)*

PROJECT: \_\_\_\_\_

ITN #: \_\_\_\_\_

EVALUATOR: \_\_\_\_\_

DATE: \_\_\_\_\_

FIRM NAME: \_\_\_\_\_

PRICE PROPOSAL (100 PTS)	POINT VALUE	POINTS AWARDED	COMMENTS
o Price			Point percentage to be determined by the department
TOTAL	_____ _____	_____	

**PROPOSAL  
PRESENTATION/INTERVIEW (ORAL) EVALUATION**

PROJECT: \_\_\_\_\_

ITN #: \_\_\_\_\_

EVALUATOR: \_\_\_\_\_

DATE: \_\_\_\_\_

FIRM NAME: \_\_\_\_\_

PRESENTATION/INTERVIEW (100 PTS)	POINT VALUE OPTION 1	POINT VALUE OPTION 2	POINTS AWARDED	COMMENTS
o Understanding of Project	40	30		
o Responsiveness to Questions	15	15		
o Project Team	25	30		
o Project Manager	20	25		
TOTAL	<u>100</u>	<u>100</u>		

## PROPOSAL EVALUATION SUMMARY

PROJECT: \_\_\_\_\_

ITN #: \_\_\_\_\_

EVALUATOR: \_\_\_\_\_

DATE: \_\_\_\_\_

FIRM NAME: \_\_\_\_\_

FIRM NAMES	TECHNICAL QUALIFI CATIONS  (0-100)	WRITTEN PROPOSAL  (0-100)	PRICE  (Not to be evaluated)	INTERVIEW  (0-100)	POINT TOTAL	FINAL RANKING	ASSIGN POINTS

Local Preference 5%

**PROPOSAL EVALUATION  
FINAL RANKING FOR RECOMMENDATION**

PROJECT: \_\_\_\_\_

ITN #: \_\_\_\_\_

EVALUATOR: \_\_\_\_\_

DATE: \_\_\_\_\_

FIRM NAMES	TOTAL POINTS	FINAL RANKING
1.		
2.		
3.		
4.		
5.		
6.		

**CITY OF GAINESVILLE PURCHASING DIVISION  
PROFESSIONAL SERVICES EVALUATOR'S  
DISCLOSURE STATEMENT**

This is to certify that, I, \_\_\_\_\_ as a staff evaluating proposals submitted in response to Invitation to Negotiate (ITN) ~~#GCRA-230050-GD~~, entitled **Historic Consulting Services for the Fifth Avenue/Pleasant Street Historic Heritage Trail**,

☐ have

☐ do not have

actual or potential conflicts of interest with any of the responsive proposers.

Should any conflict become known to me during the evaluation process, the information shall be reported to the Purchasing Manager and the Attorney's Office for review and determination regarding my status as an evaluator in this process.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ (*Evaluator #1*)

Title: \_\_\_\_\_