RANKING EVALUATION REPORT

TITLE: SOUTHEAST FLORIDA REGIONAL VISION AND BLUEPRINT FOR ECONOMIC PROSPERITY

REQUEST #: SOQ#6
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1. SUMMARY

On June 24th, 2011, the Southeast Florida Partnership issued a Master Consultant Request for Statement of Qualifications (SOQ) for the Southeast Florida Regional Vision and Blueprint for Economic Prosperity.

Proposals were received on Friday, July 22nd, 2011 and subsequently reviewed by the Management Team for completeness, format appropriateness and timeliness.

All submitted proposals were accepted and forwarded to the seven-member Technical Review Committee (TRC) for a preliminary ranking.

Each TRC member considered 69 different issues / categories and scored proposals on a scale from 1 to 100. This initial process distinguished the top five ranked firms, all of which were invited to participate in a final interview process.

The final interview process was held on August 24th, 2011 at the Flagler Gallery in the City of West Palm Beach. Each of the five top-ranked teams made a presentation to the TRC followed by a question and answer session. After the presentations, the TRC convened, evaluated and scored each presentation.

2. EVALUATION

2.1 EVALUATION PANEL – TECHNICAL REVIEW COMMITTEE

The Technical Review Committee was comprised of the following members:

JIM MURLEY: Deputy Director, South Florida Regional Planning Council and Project Director for the Southeast Florida Regional Partnership

MICHAEL BUSHA, AICP Executive Director, Treasure Coast Regional Planning Council

RANDY WHITFIELD Executive Director of the Palm Beach County Metropolitan Planning Organization

LOIS BUSH Florida Department of Transportation District Four - Intergovernmental Coordinator

RAMON TRIAS, AICP Architect, Urban Designer, Chair of the Treasure Coast Regional Planning Council
HENRY CRESPO  
President of URGENT, INC. – A non-for-profit organization To Empower and Revitalize Urban Communities, as well as a provider of social services education, training and affordable housing.

JULIA TREVARTHEN  
Planning, Zoning and Development Director for the City of Boca Raton, FL

2.2 SOQ ADVERTISEMENT

The SOQ was advertised in the following websites / venues:

- SFRPC website
- TCRPC Website
- DemandStar Onvia
- American Planning Association
- Planetizen

2.3 SUBMITTALS RECEIVED

- CALTHORPE ASSOCIATES, in collaboration with: Fergonese Associates; EDSA; Whitehouse Group Inc; Siemon & Larsen; RCLCO; Collective Strength.

- CAMBRIDGE SYSTEMATICS, in collaboration with: Kimley Horn & Associates, Inc.; Renaissance Planning Group; AECOM Technical Services; Collins Center for Public Policy; Content Creators, LLC; Dickey Consulting Services, LLC; The Firefly Group; Media Relations Group, LLC; FAU, FIU, Mark Buchbinder; James Carras; Jean Scott; Jonathan Barnett; Robert Grow.

- DOVER KOHL & PARTNERS, in collaboration with: Duany Plater Zyberk and Company, Criterion Planners, Robert Burchell, PhD, Rutgers University, Strategic Economics, Anthony Downs, Ph.D.; Christopher Leinberger; Gorman & Associates; Emerge Consulting; Cardno ENTRIX; Cardno TBE; Spikowski Planning Associates; Municipal Code Corporation (MuniCode); HDR Inc.; Hall Planning and Engineering; Crowdbrite; University of Miami.

- GOODY CLANCY, in collaboration with: Ana Gelabert Sanchez; Lewis Stroud & Deutsch; PlaceMatters; Placeways LLC; Kittelson & Associates; Miami Economic Associates; Mt. Auburn Associates; Rhodeside & Harrell, Arup, TischierBise; The Curtis Group; Kristopher Smith; Lucido & Associates; McNicholas & Associates.
- **IBI GROUP INC.**, in collaboration with: Tunnell-Spangler Welsh & Associates; Jones & Jones; Fishkind & Associates; PLACE Alliance; Miller Legg; Gateway Planning Group; Economic Stewardship.

- **JACOBS ENGINEERING**, in collaboration with: Wallace Roberts & Todd; VHB Miller Sellen; Arup; MAGBE Consulting Services; Adams Consulting Group; LB Limited Associates; Lucido & Associates; CREC; Healthways; Shelly Lauren; Place Matters.

### 2.4. PRELIMINARY RANKING

The review of submittals by the TRC distinguished the top five-ranked teams. The top-five ranked teams, in alphabetical order, were:

- CALTHORPE ASSOCIATES
- CAMBRIDGE SYSTEMATICS
- DOVER KOHL & PARTNERS
- GOODY CLANCY
- JACOBS ENGINEERING

On August 10th, 2011, all teams received notification regarding the preliminary selection. On August 16th, 2011, top ranked firms received notifications regarding details for the final selection interview (time, location, format, special instructions).

### 2.5. INTERVIEWS/FINAL RANKING

On August 24th, 2011, the TRC convened in the City of West Palm Beach to conduct the final selection interviews. This was an all-day event in which each team had a total of 75 minutes to present. This allotted period included set-up, presentation and Q & A time.

Upon conclusion of the presentations, TRC members convened, discussed and scored each team presentation. The TRC members considered seven different scoring categories which included:

- Overall presentation and information submitted (SOQ),
- Economic Development experience and strategies proposed,
- Building Foundation proposed,
- Public Participation methodology proposed,
- Team’s Experience,
- Top Choice justification, and
- Responses to general TRC questions

TRC scores were tallied and a “Lead Consultant” was determined using three different methodologies, as follows:

- Numerical Ranking
- Raw Average Score Ranking
- Raw Score Ranking

**FINAL RANKING**

As a result of the application of all three methodologies, a consistent ranking resulted as follows:

**FIRST:** DOVER KOHL & PARTNERS, in collaboration with: Duany Plater Zyberk and Company, Criterion Planners, Robert Burchell, PhD, Rutgers University, Strategic Economics, Anthony Downs, Ph.D.; Christopher Leinberger; Gorman & Associates; Emerge Consulting; Cardno ENTRIX; Cardno TBE; Spikowski Planning Associates; Municipal Code Corporation (MuniCode); HDR Inc.; Hall Planning and Engineering; Crowdbr;te; University of Miami.

**SECOND:** CAMBRIDGE SYSTEMATICS, in collaboration with: Kimley Horn & Associates, Inc.; Renaissance Planning Group; AECOM Technical Services; Collins Center for Public Policy; Content Creators, LLC; Dickey Consulting Services, LLC; The Firefly Group; Media Relations Group, LLC; FAU, FIU, Mark Buchbinder; James Carras; Jean Scott; Jonathan Barnett; Robert Grow.

**THIRD:** CALTHORPE ASSOCIATES, in collaboration with: Fregonese Associates; EDSA; Whitehouse Group Inc; Seimon & Larsen; RCLCO; Collective Strength.

3. **MANAGEMENT TEAM RECOMMENDATION**

   3.1 **BASIS FOR RECOMMENDATION**

   On August 24th, 2011, the TRC convened in the City of West Palm Beach to conduct the final selection interviews. This was an all-day event in which each team had a total of 75 minutes, which included set-up, presentation and Q & A time.
3.2 RECOMMENDATION

The Management Team evaluated all SOQ responses, attended the final interview process, and evaluated the TRC’s scoring and suggestions to reach the following recommendation:

The Management Team recommends that the two Executive Directors initiate negotiations with the “Lead Team.”

DOVER KOHL & PARTNERS, in collaboration with: Duany Plater Zyberk and Company, Criterion Planners, Robert Burchell, PhD, Rutgers University, Strategic Economics, Anthony Downs, Ph.D.; Christopher Leinberger; Gorman & Associates; Emerge Consulting; Cardno ENTRIX; Cardno TBE; Spikowski Planning Associates; Municipal Code Corporation (MuniCode); HDR Inc.; Hall Planning and Engineering; Crowdbrite; University of Miami.

Negotiations shall include costs, schedule, HUD approved work plan requirements, possible team expansion (i.e. inclusion of other consultants or Consortium Members as/if deemed necessary), as well as compliance with all approved HUD guidelines.

Subsequent to the initial negotiations, a Status Report will be prepared and provided to the Operations Committee and the Executive Committee.

If an Agreement cannot be reached with the Lead Team, the Executive Directors will initiate negotiations with the other selected teams in the order they were ranked.