

# **Southeast Florida Regional Partnership**

Indian River - St. Lucie - Martin  
Palm Beach - Broward - Miami-Dade - Monroe

# **RANKING EVALUATION REPORT**

**TITLE:** SOUTHEAST FLORIDA REGIONAL VISION AND BLUEPRINT FOR  
ECONOMIC PROSPERITY

**REQUEST #:** SOQ#6

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## 1. SUMMARY

On June 24<sup>th</sup>, 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 22<sup>nd</sup>, 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 24<sup>th</sup>, 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:	<i>Deputy Director, South Florida Regional Planning Council and Project Director for the Southeast Florida Regional Partnership</i>
MICHAEL BUSHA, AICP	<i>Executive Director, Treasure Coast Regional Planning Council</i>
RANDY WHITFIELD	<i>Executive Director of the Palm Beach County Metropolitan Planning Organization</i>
LOIS BUSH	<i>Florida Department of Transportation District Four - Intergovernmental Coordinator</i>
RAMON TRIAS, AICP	<i>Architect, Urban Designer, Chair of the Treasure Coast Regional Planning Council</i>

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 10<sup>th</sup>, 2011, all teams received notification regarding the preliminary selection. On August 16<sup>th</sup>, 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 24<sup>th</sup>, 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; Crowdbrite; 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 24<sup>th</sup>, 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.*