

City of Cooper City
Evaluation Committee Ranking
Parks and Recreation Master Plan
RFP 2023-6-REC

Evaluation Criteria	Max Points	Bermello Ajamil & Partners (BA)						Chen Moore and Associates (CMA)						Miller Legg						Walters Zackria Associates (WZA)					
		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	-	-	-	-	-	0.00	15.00	19.00	20.00	-	15.00	13.80	20.00	20.00	20.00	-	20.00	16.00	18.00	19.00	15.00	-	15.00	13.40
Qualifications and Experience of Key Personnel	10	-	-	-	-	-	0.00	10.00	10.00	10.00	-	10.00	8.00	10.00	10.00	10.00	-	10.00	8.00	10.00	10.00	8.00	-	10.00	7.60
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	-	-	-	-	-	0.00	20.00	27.00	30.00	-	20.00	19.40	30.00	30.00	30.00	-	30.00	24.00	25.00	26.00	25.00	-	15.00	18.20
Price Proposal	30	18.10	18.10	18.10		18.10	18.10	29.70	29.70	29.70		29.70	29.70	30.00	30.00	30.00		30.00	30.00	21.90	21.90	21.90		21.90	21.90
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	-	-	-	-	-	0.00	8.00	10.00	10.00	-	10.00	7.60	10.00	10.00	10.00	-	10.00	8.00	10.00	9.00	8.00	-	10.00	7.40
Total Points	100	18.1	18.1	18.1	0	18.1	18	82.7	95.7	99.7	0	84.7	79	100	100	100	0	100	86	84.9	85.9	77.9	0	71.9	69

Note: Bermello Ajamil & Partners (BA) chose not to participate in presentation and Q&A.

Evaluation Committee Members:	Initials
Stacie Weiss - Director, Parks and Recreation	SW
Luann Scott - Recreation Advisory Board Member	LS
Chris Casale - Asst. Parks and Recreation Director, City of Oakland Park	CC
Adrian Hernandez - Asst Parks and Recreation Director, Town of Surfside	AH
Trevor Fall - Broward County Parks and Recreation	TF

Prepared by: Purchasing Division
Date: 03/6/2024

**City of Cooper City
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		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	-	-	-	-	-	0.00	-	-	-	-	15	0.00	-	-	-	-	20	0.00	-	-	-	-	15	0.00
Qualifications and Experience of Key Personnel	10	-	-	-	-	-	0.00	-	-	-	-	10	0.00	-	-	-	-	10	0.00	-	-	-	-	10	0.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	-	-	-	-	-	0.00	-	-	-	-	20	0.00	-	-	-	-	30	0.00	-	-	-	-	15	0.00
Price Proposal	30	18.10	18.10	18.10		18.10	18.10	29.70	29.70	29.70		29.70	29.70	30.00	30.00	30.00		30.00	30.00	21.90	21.90	21.90		21.90	21.90
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	-	-	-	-	-	0.00	-	-	-	-	10	0.00	-	-	-	-	10	0.00	-	-	-	-	10	0.00
Total Points	100	18.1	18.1	18.1	0	18.1	18	29.7	29.7	29.7	0	29.7	30	30	30	30	0	30	30	21.9	21.9	21.9	0	21.9	22

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Date: 03/6/2024

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3/6/24

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Evaluation Committee Ranking
Parks and Recreation Master Plan
RFP 2023-6-REC**

Evaluation Criteria	Max Points	Bermello-Ajamil & Partners (BA)						Chen Moore and Associates (CMA)						Miller Legg						Walters Zackria Associates (WZA)					
		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	-	-	-	-	-	0.00	15	-	-	-	-	0.00	20	-	-	-	-	0.00	18	-	-	-	-	0.00
Qualifications and Experience of Key Personnel	10	-	-	-	-	-	0.00	10	-	-	-	-	0.00	10	-	-	-	-	0.00	10	-	-	-	-	0.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	-	-	-	-	-	0.00	20	-	-	-	-	0.00	30	-	-	-	-	0.00	25	-	-	-	-	0.00
Price Proposal	30	18.10	18.10	18.10		18.10	18.10	29.70	29.70	29.70		29.70	29.70	30.00	30.00	30.00		30.00	30.00	21.90	21.90	21.90		21.90	21.90
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	-	-	-	-	-	0.00	8	-	-	-	-	0.00	10	-	-	-	-	0.00	10	-	-	-	-	0.00
Total Points	100	18.1	18.1	18.1	0	18.1	18	29.7	29.7	29.7	0	29.7	30	30	30	30	0	30	30	21.9	21.9	21.9	0	21.9	22

Note: Bermello Ajamil & Partners (BA) chose not to participate in presentation and Q&A.

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Adrian Hernandez - Asst Parks and Recreation Director, Town of Surfside	AH
Trevor Fall - Broward County Parks and Recreation	TF

Prepared by: Purchasing Division
Date: 03/6/2024

Stacie Weiss
03/06/2024

**City of Cooper City
Evaluation Committee Ranking
Parks and Recreation Master Plan
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Evaluation Criteria	Max Points	Bermello Ajamil & Partners (BA) <i>oops</i>						Chen Moore and Associates (CMA)					Miller Legg					Walters Zackria Associates (WZA)							
		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	-	-	-	-	-	0.00	-	19	-	-	-	0.00	-	20	-	-	-	0.00	-	19	-	-	-	0.00
Qualifications and Experience of Key Personnel	10	-	-	-	-	-	0.00	-	10	-	-	-	0.00	-	10	-	-	-	0.00	-	10	-	-	-	0.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	-	-	-	-	-	0.00	-	27	-	-	-	0.00	-	30	-	-	-	0.00	-	26 26	-	-	-	0.00
Price Proposal	30	18.10	18.10	18.10		18.10	18.10	29.70	29.70	29.70		29.70	29.70	30.00	30.00	30.00		30.00	30.00	21.90	21.90	21.90		21.90	21.90
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	-	-	-	-	-	0.00	-	10	-	-	-	0.00	-	10	-	-	-	0.00	-	9	-	-	-	0.00
Total Points	100	18.1	18.1	18.1	0	18.1	18	29.7	29.7	29.7	0	29.7	30	30	30	30	0	30	30	21.9	21.9	21.9	0	21.9	22

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Luann Scott 4/6/24

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		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	-	-	-	-	-	0.00	-	-	20	-	-	0.00	-	-	20	-	-	0.00	-	-	15	15	-	0.00
Qualifications and Experience of Key Personnel	10	-	-	-	-	-	0.00	-	-	10	-	-	0.00	-	-	10	-	-	0.00	-	-	8	8	-	0.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	-	-	-	-	-	0.00	-	-	30	-	-	0.00	-	-	30	-	-	0.00	-	-	25	-	-	0.00
Price Proposal	30	18.10	18.10	18.10		18.10	18.10	29.70	29.70	29.70		29.70	29.70	30.00	30.00	30.00		30.00	30.00	21.90	21.90	21.90		21.90	21.90
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	-	-	-	-	-	0.00	-	-	10	-	-	0.00	-	-	10	-	-	0.00	-	-	8	8	-	0.00
Total Points	100	18.1	18.1	18.1	0	18.1	18	29.7	29.7	29.7	0	29.7	30	30	30	30	0	30	30	21.9	21.9	21.9	0	21.9	22

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Trevor Fall - Broward County Parks and Recreation	TF

Chris Casale
3/6/2024

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Date: 03/6/2024

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		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	16.00	20.00	20.00	-	20.00	15.20	13.00	20.00	20.00	-	15.00	13.60	20.00	20.00	20.00	-	20.00	16.00	16.00	19.00	15.00	-	15.00	13.00
Qualifications and Experience of Key Personnel	10	10.00	10.00	10.00	-	10.00	8.00	10.00	10.00	10.00	-	10.00	8.00	10.00	10.00	10.00	-	10.00	8.00	10.00	10.00	10.00	-	10.00	8.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	25.00	30.00	30.00	-	25.00	22.00	20.00	29.00	30.00	-	20.00	19.80	30.00	30.00	30.00	-	30.00	24.00	25.00	30.00	25.00	-	15.00	19.00
Price Proposal	30	18.10	18.10	18.10		18.10	18.10	29.70	29.70	29.70		29.70	29.70	30.00	30.00	30.00		30.00	30.00	21.90	21.90	21.90		21.90	21.90
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	8.00	10.00	10.00	-	10.00	7.60	5.00	10.00	10.00	-	10.00	7.00	10.00	10.00	10.00	-	10.00	8.00	8.00	9.00	10.00	-	10.00	7.40
Total Points	100	77.1	88.1	88.1	0	83.1	71	77.7	98.7	99.7	0	84.7	78	100	100	100	0	100	86	80.9	89.9	81.9	0	71.9	69

Evaluation Committee Members:	Initials
Stacie Weiss - Director, Parks and Recreation	SW
Luann Scott - Recreation Advisory Board Member	LS
Chris Casale - Asst. Parks and Recreation Director, City of Oakland Park	CC
Adrian Hernandez - Asst Parks and Recreation Director, Town of Surfside	AH
Trevor Fall - Broward County Parks and Recreation	TF

Prepared by: Purchasing Division
Date: 02/26/2024

FORMULA EXAMPLE

Vendor	Total Proposed Cost	Example Maximum Allowable Points	Formula for Calculating Points (<i>lowest cost / cost of proposal being evaluated X maximum allowable points = awarded points</i>) Round to the nearest tenth		Total Points Awarded - Round to the nearest tenth
Vendor A	\$100.00	30	$\$100 / \$100 \times 30 = 30$	30.0	30.0
Vendor B	\$150.00	30	$\$100 / \$150 \times 30 = 20$	20.0	20.0
Vendor C	\$200.00	30	$\$100 / \$200 \times 30 = 15$	15.0	15.0
Vendor D	\$250.00	30	$\$100 / \$250 \times 30 = 12$	12.0	12.0
Vendor E	\$300.00	30	$\$100 / \$300 \times 30 = 10$	10.0	10.0
Vendor F	\$350.00	30	$\$100 / \$350 \times 30 = 8.6$	8.6	8.6

RFP 2023-6-REC Pricing FORMULA

Vendor	Total Proposed Cost	Example Maximum Allowable Points	Formula for Calculating Points (<i>lowest cost / cost of proposal being evaluated X maximum allowable points = awarded points</i>) Round to the nearest tenth		Total Points Awarded - Round to the nearest tenth
Miller Legg	\$173,500.00	30	$\$100 / \$100 \times 30 = 30$	30.0	30.0
Chen Moore	\$175,000.00	30	$\$100 / \$150 \times 30 = 20$	29.7	29.7
Walter Zackria	\$237,326.60	30	$\$100 / \$200 \times 30 = 15$	21.9	21.9
Bermello Ajamil	\$287,240.00	30	$\$100 / \$200 \times 30 = 15$	18.1	18.1

Bermello	\$287,240.00
Chen Moore	\$175,000.00
Miller Legg	\$173,500.00
Walter Zackria	\$237,326.60

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Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	16	-	-	-	-	0.00	13	-	-	-	-	0.00	20	-	-	-	-	0.00	16	-	-	-	-	0.00
Qualifications and Experience of Key Personnel	10	16	-	-	-	-	0.00	16	-	-	-	-	0.00	16	-	-	-	-	0.00	16	-	-	-	-	0.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	25	-	-	-	-	0.00	26	-	-	-	-	0.00	30	-	-	-	-	0.00	25	-	-	-	-	0.00
Price Proposal	30	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	8	-	-	-	-	0.00	5	-	-	-	-	0.00	10	-	-	-	-	0.00	8	-	-	-	-	0.00
Total Points	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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Stacie Weiss - Director, Parks and Recreation	SW
Luann Scott - Recreation Advisory Board Member	LS
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Prepared by: Purchasing Division
Date: 02/1/2024

Stacie Weiss
02/26/2024

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		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	-	-	20	-	-	0.00	-	-	20	-	-	0.00	-	-	20	-	-	0.00	-	-	15	-	-	0.00
Qualifications and Experience of Key Personnel	10	-	-	10	-	-	0.00	-	-	10	-	-	0.00	-	-	10	-	-	0.00	-	-	10	-	-	0.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	-	-	30	-	-	0.00	-	-	30	-	-	0.00	-	-	30	-	-	0.00	-	-	25	-	-	0.00
Price Proposal	30	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	-	-	10	-	-	0.00	-	-	10	-	-	0.00	-	-	10	-	-	0.00	-	-	10	-	-	0.00
Total Points	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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Trevor Fall - Broward County Parks and Recreation	TF

Chris Casale
2/26/2024

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Date: 02/1/2024

WFL
2/26/24

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		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	-	-	-	-	20	0.00	-	-	-	-	15	0.00	-	-	-	-	20	0.00	-	-	-	-	15	0.00
Qualifications and Experience of Key Personnel	10	-	-	-	-	10	0.00	-	-	-	-	10	0.00	-	-	-	-	10	0.00	-	-	-	-	10	0.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	-	-	-	-	25	0.00	-	-	-	-	20	0.00	-	-	-	-	30	0.00	-	-	-	-	15	0.00
Price Proposal	30	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	-	-	-	-	10	0.00	-	-	-	-	10	0.00	-	-	-	-	10	0.00	-	-	-	-	10	0.00
Total Points	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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		SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG	SW	LS	CC	AH	TF	AVG
Firm Qualifications and Experience <i>(involving the creation of comprehensive Parks and Recreation Master Plan for municipalities serving similar populations)</i>	20	-	20	-	-	-	0.00	-	20	-	-	-	0.00	-	20	-	-	-	0.00	-	19 19	-	-	-	0.00
Qualifications and Experience of Key Personnel	10	-	10	-	-	-	0.00	-	10	-	-	-	0.00	-	10	-	-	-	0.00	-	10	-	-	-	0.00
Best Overall Approach to the Scope of Services: <i>knowledge of current trends in park planning and recreational program implementation, resources and availability.</i>	30	-	30	-	-	-	0.00	-	29	-	-	-	0.00	-	30	-	-	-	0.00	-	30	-	-	-	0.00
Price Proposal	30	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00
Past Performance including client references and years in business <i>(THE CITY RESERVES THE RIGHT TO CONTACT ANY CUSTOMER OF A PROPOSER REGARDLESS OF WHETHER OR NOT THE CUSTOMER IS INCLUDED BY CONTRACTOR AS REFERENCE)</i>	10	-	10	-	-	-	0.00	-	10	-	-	-	0.00	-	10	-	-	-	0.00	-	9 9	-	-	-	0.00
Total Points	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Evaluation Committee Members:	Initials
Stacie Weiss - Director, Parks and Recreation	SW
Luann Scott - Recreation Advisory Board Member	LS
Chris Casale - Asst. Parks and Recreation Director, City of Oakland Park	CC
Adrian Hernandez - Asst Parks and Recreation Director, Town of Surfside	AH
Trevor Fall - Broward County Parks and Recreation	TF

Prepared by: Purchasing Division
Date: 02/1/2024

Luann Scott
2/26/24