



CITY OF
FORESTPARK

MEMORANDUM

TO: Ricky L. Clark, Jr., City Manager
Executive Office

FROM: Talisa R. Adams, CPPO, Procurement Manager
Department of Finance – Procurement

CC: John Wiggins, Director of Finance
Committee Members: Javon Lloyd, Randi Rainey, David Holcombe,
Jordan Parrish, Joshua Cox (Expert/Observer) Yazmin Huerta (Note-
taker)

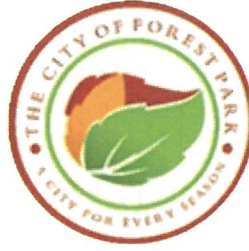
SUBJECT: Committee Recommendation for RFP No. 6324 – Website
Redesign and Replacement Services

DATE: October 28, 2024

Procurement would like to thank each committee member for serving on this committee. Your time, effort, analysis, and participation have led us to a logical recommendation. Again, thank you for your willingness to serve the City beyond your daily job duties, and help in our RFP process.

The Selection Committee has completed their work and is hereby recommending the highest scoring proposer that they believe is most qualified to be awarded the contract for the services advertised under this RFP. **That firm is Revize.** The committee received eleven (11) proposals. After scoring all eleven (11) proposals, an initial cut-off score for the shortlisted firms to be invited to interviews/presentations was established at 83.4 by using the following formula: highest scoring proposer – 10 interview points = cut-off score (**93.4-10=83.4**). All firms scoring 83.4 and higher (before bonus points) were included on the interview list (scores attached). Four (4) firms were interviewed by the committee on Tuesday, October 15, 2024, and Monday, October 28, 2024. Afterwards, the committee added points for the interview/presentation section for each firm.

The final scores and cost proposals for each shortlisted firm are displayed below and relevant attachments are enclosed with this correspondence. Should the department choose to move forward with this recommendation, it will need to appear in a near future Council agenda for contract award.



CITY OF
FORESTPARK

SCORES AND COST PROPOSALS OF SHORT-LISTED FIRMS

INTERVIEWED FIRMS	AVERAGE SCORE BEFORE INTERVIEW / PRESENTATION	AVERAGE SCORE AFTER INTERVIEW / PRESENTATION	LSBE PARTICIPATION	SUBMITTED COST
1. GHD Digital	93.4	98.07	No	\$29,792.00
2. CivicPlus	91.9	99.90	No	\$49,713.14
3. Revize	91.75	100.42	Yes	\$53,900.00
4. Exemplifi	87.4	93.73	No	\$120,500.00

Sincerely,

Talisa R. Adams, CPPO
Procurement Manager/Chairperson

Attachments:

- Chairperson Score Sheet
- Minutes from all Meetings


Department of Finance
Procurement Division



CHAIRPERSON EVALUATION CRITERIA SCORE SHEET

		RESPONDERS												
Criteria	Description	Maximum Points	Kool Source	Tech Dynamism	Planetaria Media	Yoodle	GHD Services	CivicPlus	Exemplifi	Golden Five	Ocftilion	Parmount Software	Revize	vTech
TECHNICAL APPROACH	<p>a. Responders are required to provide cover letter of interest expressing the firm's interest in being considered for the project and summarizing the qualifications and experience relevant to the scope.</p> <p>b. Include statement regarding the consultant's technical approach to include the availability to dedicate time, personnel, and resources to this effort. The letter of interest must include a commitment to the availability of all key staff, and any subconsultants to provide specified services.</p>	30	25	26.25	28.75	27.5	28.75	29.25	27.5	25		25	29.5	27.5
PROJECT MANAGEMENT PLAN	<p>a. Describe how the firm plans to perform tasks and execute the work.</p> <p>b. Designate person to be designated as the principal contact for the tasks associated with the scope. Provide information on the experience of the principal contact person on similar projects and at least three references with contact information.</p> <p>c. Submit an executive level plan describing the management process the proponent will implement to ensure all work and services performed are of the highest quality. The approach should include a description of the proponent's process as it pertains to equipment, methods, techniques, and procedures used to ensure accurate and comprehensive services.</p> <p>d. Describe its means and methods of reporting levels of service, etc. Describe the proponent's corrective action plan. Describe how the proponent's organizational structure supports this plan and clearly identify responsible and accountable parties. Describe what information you would expect the city to supply or be responsible for.</p>	35	27.25	28.75	26	30	32.5	33.75	32.5	27.5		27.5	32.5	31.25
ORGANIZATIONAL STRUCTURE / PERSONNEL QUALIFICATIONS	<p>a. Provide an organizational chart that lists key team and their titles and describe the position roles in the organization.</p> <p>b. Describe its back-up personnel, identify the individual(s) and role(s) in the event there is a need to replace key team members during the term of any contract awarded</p> <p>c. Provide detailed resumes not exceeding 2 pages of each team member and subcontractor who will be directly working on the project organized as follows: Name and title, Professional background, Current and past relevant employment, Education Certifications, Three (3) relevant projects, including client name, project description, project value, role of the individual, project completion date, reference contact name, phone number and e-mail address.</p>	15	9.25	13.75	13	13.75	14.25	15	15	11.75		11.25	13.25	14.25

Criteria	Description	Maximum Points	Kool Source	Tech Dynamism	Planetaria Media	Yoodle	GHD Services	CivicPlus	Exemplifi	Golden Five	Ocflion	Parmount Software	Revize	vTech
REFERENCES	a. Describe Responder's experience, capabilities and other qualifications for this project; b. How many years has Responder operated under current company name? c. Has Responder ever been debarred, suspended. d. Include a financial statement for the last three (3) years. e. Responders shall provide three (3) references for projects similar in size and scope to the project specified herein using the Reference and Release Form attached hereto in the RFP.	10												
COST	Methodology: lowest cost/next cost X 10 points	10	6	8	8	8	8	8	10	4		8	6	8
Total Points Prior to Bonus Points		100	9.8	1.5	3.7	1.6	9.9	5.9	2.4	9.5		10	5.5	2.3
BONUS POINTS FOR: LOCAL SMALL BUSINESS DIVERSITY PARTICIPATION & INTERVIEWS	Utilizes a LSBSD subcontractor (5 pts.)	5	77.3	78.25	79.45	80.85	93.4	91.9	87.4	77.75		81.75	86.75	83.3
	Interview (10 pts.)	10					4.67	8	6.33			86.75	91.75	88.3
GRAND TOTAL POINTS		115					98.07	99.9	93.73				100.42	
<p>COMMENTS/SCORING JUSTIFICATION: The Shortlisted Firms are as follows: GHD Services - 93.4, CivicPlus - 91.1, Exemplifi 87.4 and Revize 86.75 prior to any bonus points applied. The Shortlisted Firms will be scheduled for an interview/presentation meeting (10 pts) to determine the highest scoring proposer. The Shortlisted Firms went up from 5.1 to 5.9 due to the committee applying the annual maintenance cost to their total, which was submitted with their proposal but not identified by the committee at the time of opening cost proposals. Recommended Highest Scoring Proposer - Revize 100.42 which includes 5 points for LSBSD GFE/participation and 8.67 for interview points</p>														
			Responsive Proposal received addendas however all required documents were submitted with proposal	Responsive Proposal received addendas however all required documents were submitted with proposal (exceptions to sample contract)	Responsive Proposal received addendas however all required documents were submitted with proposal	Responsive Proposal received addendas however all required documents were submitted with proposal	Responsive Proposal received addendas however all required documents were submitted with proposal (exceptions to sample contract)	Responsive Proposal received addendas however all required documents were submitted with proposal	Responsive Proposal received addendas however all required documents were submitted with proposal	Responsive Proposal received addendas however all required documents were submitted with proposal (except LSBSD forms)	Disqualified for including cost in technical proposal for ARK Global Partners LLC	Responsive Proposal received; all required documents were submitted with proposal (LSBD submission for ARK Global Partners LLC)	Responsive Proposal received; all required documents were submitted with proposal (LSBD submission for ITT Enterprises LLC)	Responsive Proposal received; all required documents were submitted with proposal (LSBD submission for Intellectual Concepts LLC)

Approved: 
 Chairperson: Talisa R. Adams, CPPO
 Procurement Manager
 Department of Finance - Procurement



Evaluation Committee Minutes

RFP #81624: CMAR Services

Date: Tuesday, September 10, 2024

Time: 11:00 a.m. – 1:00 p.m.

Location: City Hall, Executive Office Conference Room

Attendees:

Talisa Adams – Procurement Manager & Chairperson

Yazmin Huerta – Financial Service Tech & Notetaker

Javon Lloyd – PIO & Evaluation Committee Member

Randi Rainey – City Clerk & Evaluation Committee Member

David Halcome – Deputy Fire Chief & Evaluation Committee Member

Jordan Parrish – Police Officer & Evaluation Committee Member

Joshua Cox – IT Director & Expert Observer

Absent:

Purpose: the Evaluation Committee to review, provide, and discuss individual scores, obtain references and LSBDD points from Chairperson and finalize cumulative scores for Website Redesign and Replacement Services from the following 11 Proposers: **The Kool Source, Tech Dynamisms, Planetaria Media, Yoodle, GHD Services, CivicPlus, Exemplifi, Golden Five, Paramount Software, Revize, and vTech**

Discussion/Comments:

1. Meeting was called to order at 11:10 a.m. by Talisa Adams, Procurement Manager.
2. Mrs. Adams then proceeded with outlining the proceedings of the meeting and notified the committee that 12 Proposals were received, but 1 was disqualified (**Octillion/Billion**) for including cost in the technical proposal.
3. Mrs. Adams explained that Mr. Cox's role changed from committee member to expert/observer due to not being available to evaluate and score proposals during the individual scoring phase.
4. The committee members proceeded to provide individual scores for each proposal and Mrs. Adams notated the scores on the Excel spreadsheet. Mrs. Adams provided the references scores for all 11 proposals and three proposals (**Paramount Software, Revize,**



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and vTech) received 5 bonus points for LSBSD participation and/or demonstration of Good Faith Efforts (GFE).

5. Ms. Huerta served as note-taker and noted all scores in the meeting notes (see below).

6. Once all scores were collected and all proposals remained responsive and responsible, Mrs. Adams explained the cost methodology that would be used to allocate the points for the cost proposals.

7. The committee agreed to the cost methodology and Mr. Cox set up the formula in Excel to obtain the calculations for each proposal.

8. Mrs. Adams opened the cost proposals and read the total amount of each proposal's cost for insertion in the Excel spreadsheet. After completion of opening all cost proposals, each committee member added the cost points to their OpenGov score sheet for each proposal.

9. Mrs. Adams explained the following next steps: (1) Each committee member ensures that their OpenGov final scores reflect the Chair's Excel spreadsheet and to add any necessary notes to support their individual scores. (2) Chair will compare OpenGov score results to the Excel spreadsheet score results to ensure that both matches. (3) Chair will notify committee members via email and/or Teams meeting of short-listed firms that will be invited to interview/present to the committee to determine the highest scoring proposer.

10. Mrs. Adams recommended that the interview/presentation meeting with all shortlisted firms be conducted within the next 2 weeks.

11. The committee will reconvene on Wednesday, September 17th, 2024, at 11:00 am via Teams to approve minutes, shortlisted firms, interview/presentation questions, and set date/time for interview/presentation meeting.

12. Mrs. Adams asked if anyone had questions (responses: NO) and requested to adjourn the meeting.

Evaluation Committee Scores & Proposers Cost

Kool Source - 10 yrs of business in Atlanta, Ga did not provide financial statements. Only 2 references responded and were very vague. References score 6; LSBSD score 0; Cost \$30,000.00

Technical Approach



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Javon 20

Jordan 30

Halcome 20

Randi 30: cover letter 15 statement 15 broke down each section

Project Management plan

Javon 30

Jordan 30

Halcome 25

Randi 24: every area in this section was allotted 7 points did not see direct contact name and unorganized.

Organizational Structure Personnel Qualifications

Javon 7

Jordan 10: page 8 will add notes in OpenGov

Halcome10: lacks details

Randi 10: did not see organizational chart

Tech Dynamism - 11yrs in business over 30 employees. Did not provide any financials and all references were favorable. References score 8; LSBDD 0; Cost \$195,000.00

Technical Approach

Javon 25

Jordan 20

Halcome 30

Randi 30

Project Management

Javon 25



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Jordan 20

Halcome 35

Randi 35

Organizational Structure Personnel Qualifications

Javon 10

Jordan 15

Halcome 15

Randi 15

Planeteria Media - 25 years in business 45 employees no financials provided. Received all references and were all favorable. References score 8; LSB0 0; Cost \$79,850.00

Technical approach

Javon 25

Jordan 30

Halcome 30

Randi 30

Project Management Plan

Javon 20

Jordan 25

Halcome 35

Randi 24: did not see direct contact name/ did not have a designated person

Organizational Structure Personnel Qualifications

Javon 12

Jordan 15

Halcome 15



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Randi 10: no back up personnel

Yoodle - 15 yrs in business did provide financials didn't do the 3 years but did provide some financial and only 2 references responded. Ref score (8); LSBD 0; Cost \$181,500.00

Technical approach

Javon 20: qualifications met for this section, however, did not see any reference to previous experience with development redesigning government related website.

Jordan 30

Halcome 30

Randi 30

Project management

Javon 20

Jordan 30

Halcome 35

Randi 35

Organizational Structure Personnel Qualifications

Javon 13: met all qualifications this team was very diverse

Jordan 12

Halcome 15

Randi 15

GHD - 96 yrs in business with 11,000 employees completing over 1000 websites with public agencies. Did not provide actual financials, but did mention their financial stability, and all references received are favorable. References score 8; LSBD 0; Cost \$29,792.00

Technical Approach

Javon 25



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Jordan 30

Halcome 30

Randi 30

Project Management

Javon 25

Jordan 35

Halcome 35

Randi 35

Organizational Structure Personnel Qualifications

Javon 12

Jordan 15

Halcome 15

Randi 15

Civic Plus - 26 years in business with 850 employees. Did not provide financials, all references received were favorable. Had exceptions to sample contract terms and will be sent to the City Attorney for review. References score 8; LSB0 0; Cost \$57,395.00

Technical Approach

Javon 27

Jordan 30

Halcome 30

Randi 30

Project management

Javon 30

Jordan 35



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Halcome 35

Randi 35

Organizational Structure Personnel Qualifications

Javon 15

Jordan 15

Halcome 15

Randi 15

Exemplifi - 30 years in business with 41 employees. Provided financials and all references were favorable. Chairperson Talisa Adams, when speaking with the references asked how long it took for them to get their projects done. They said they consistently finished work on time and often ahead of schedule. They are prompt and thorough. References score 10; LSBD 0; Cost \$120,500.00

Technical Approach

Javon 25

Jordan 25

Halcome 30

Randi 30

Project Management

Javon 25- the timeline is extremely rebuses needed to be adjusted

Jordan 35

Halcome 35

Randi 35

Organizational Structure Personnel Qualifications

Javon 15

Jordan 15



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Halcome 15

Randi 15

Golden Five - 10 yrs in business with 20 employees and provided financials. However, none of their references responded to the initial request. Chairperson, Talisa Adams stated that the vendor was not included when the reminder emails went out, so she sent all references another reminder and extension to submit. Only 1 reference was received, and it was favorable but not related to a website design project. Therefore, the reference score remained the same. References score 4; LSB 0; Cost \$31,000.00

Technical Approach

Javon 15: the proposal meets most requirements but lacked attention to detail.

Jordan 25

Halcome 30

Randi 30

Project Management

Javon 15: proposal was generic

Jordan 25

Halcome 35

Randi 35

Organizational Structure Personnel Qualifications

Javon 7

Jordan 10: For the references where it had for client, they didn't even have a link to click on, you had to go and research each individual website page, which is why I scored low as well.

Halcome 15

Randi 15



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Paramount Software - 25 yrs in business with over 300 employees. Did not provide any financials but their references were favorable. References score 8; LSB 5; Cost \$29,500.00

Technical Approach

Javon 20

Jordan 20

Halcome 30

Randi 30

Project Management

Javon 20

Jordan 20

Halcome 35

Randi 35

Organizational Structure Personnel Qualifications

Javon 10

Jordan 5

Halcome 15

Randi 15

Revize - 29 yrs in business with completing over 3,000 websites with multiple public agencies. Did not provide financials and only 2 references responded, and they were very favorable. References score 6; LSB 5; Cost \$53,900.00

Technical Approach

Javon 28

Jordan 30

Halcome 30



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Randi 30

Project Management

Javon 30

Jordan 30

Halcome 35

Randi 35

Organizational Structure Personnel Qualifications

Javon 13

Jordan 15

Halcome 15

Randi 10: did not see an organizational chart

Vtech - 18 yrs in business with 41 employees. Provided financials and only 2 references responded, and they were very favorable. References score 8; LSBD 5; Cost \$130,000.00

Technical Approach

Javon 20

Jordan 30

Halcome 30

Randi 30

Project Management

Javon 25

Jordan 30

Halcome 35

Randi 35

Organizational Structure Personnel Qualifications



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Javon 12

Jordan 15

Halcome 15

Randi 15

Results from scoring methodology

Golden five \$31,000.00 score:9.5

GHD \$29,792.00 score:9.9

Paramount \$29,500.00 score:10

Revize \$53,900.00 score:5.5

Vtech \$130,000.00 score:2.3

Exemptifi \$120,500.00 score:2.4

Tech Dynamisn \$195,000.00 score:1.5

Kool Source \$30,000.00 score:9.8

Planeteria \$79,850.00 score:3.7

Yoodle \$181,500.00 score:1.6

Civic Plus \$57,395.00 score:5.1

Comments:

City Clerk Randi Rainey asked regarding interviews. Chairperson Talisa Adams stated once the scoring is done, and the shortlist is created then the shortlisted firms will be invited to interview/present to the committee. They will get scored after they do their interview/presentation. That'll be the last part that will be scored and is bonus points.

Mr. Javon Lloyd stated he was scoring based on what was more detailed than others. Chairperson Talisa Adams stated you are supposed to score them individually by their proposal alone, not with a comparison to someone else. Because you're scoring them based off a set criteria that we've already established.



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Towards the end of the meeting after figuring out the scoring. Chairperson Talisa Adams let all members in attendance know to have all notes finalized to each of the scores and should all be submitted by COB today.

Next step after all scores have been entered in Open Gov Chairperson Talisa Adams will do aggregate comparison between OpenGOv and Excel spreadsheet. Once all the scores are entered then that will rank them for total aggregate score inside OpenGov. A Teams meeting will take place after to go over the top three or what's within the shortlist frame to talk about interview presentations with those shortlisted vendors and talk about questions as a group that we want to ask each firm at the interview/presentation meeting. Everyone can submit one to two questions at the most, maybe one is sufficient. It will be the same questions for each firm that comes to present. After the presentations take place all committee members will remain and complete scoring for the interviews based on their presentations. The interview presentation scores will be added to the overall score and the one with the highest score is the recommended awardee.



Evaluation Committee Minutes

RFP #6324: Website Redesign and Replacement Services

Date: Tuesday, September 24, 2024

Time: 3:00 p. m. – 3:20 p. m.

Location: Teams

Attendees:

Talisa Adams – Procurement Manager & Chairperson
Yazmin Huerta – Financial Service Tech & Notetaker
Javon Lloyd – PIO & Evaluation Committee Member
Randi Rainey – City Clerk & Evaluation Committee Member
David Halcome – Deputy Fire Chief & Evaluation Committee Member
Jordan Parrish – Police Officer & Evaluation Committee Member
Joshua Cox – IT Director & Expert Observer

Absent:

Purpose: 2nd evaluation committee meeting to finalize the shortlisted firms and set the interview/presentations dates. **The three firms selected are GHD Services with a score of (93.4), Revise with a score of (91.75 with bonus points), and Civic Plus with a score of (91.1).**

Discussion/Comments:

1. The meeting was called at 3:00 p.m. by Chairperson Talisa Adams, Procurement Manager.
2. Mrs. Adams proceeded with outlining the proceedings of the meeting and let the committee know the 3 proposals that scored over a 90. They will represent the shortlisted firms. GHD with a score of (93.4), Revise with a score of (91.75 with bonus points), and Civic Plus with a score of (91.1).
3. Mrs. Adams also stated that GHD Services and Civic Plus, did have a few exceptions to the sample contract that was attached with the solicitation. Mrs. Adams forwarded their exceptions over to our legal attorney for review and opinion, and is waiting to hear back from the attorney, so hopefully we'll have received the feedback before conducting the interviews/presentations.
4. Next step is proposing dates to do the interview/presentations. Mrs. Adams does indicate that 2 firms are out of state. She asks the committee if a virtual Team's



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interview/presentation would be ok with everyone. The committee can set up in the council chambers or the conference room in the executive office. Mrs. Adams will need to confirm with the City Manager whether the interviews can be held virtually or must be in-person. Mrs. Adams also stated that everyone else on the committee will need to be in-person to conduct the interviews/presentations. Questions will be asked as a committee group and once the presentation is over the committee will need to finalize the scores and select the recommended highest scoring proposal.

5. Mrs. Adams states the interviews will only be 30-45 minutes for each firm. A total of 3 firms will be presenting. Director Cox and Mr. Javon stated that they will send Mrs. Adams some generic questions that could be asked to each firm. Mrs. Adams also advises the committee members to get with their department head to possibly come up with 1-2 questions that could be asked and send all questions to Mrs. Adams by the end of the week, Friday, September 27, 2024.
6. Proposed dates for the interviews/presentations will be Oct 15-18. Everyone will need to attend in person, and Mrs. Adams will ask the City Manager and see if virtual meetings would be ok for the firms.
7. Lastly Mrs. Adams lets the committee members know that she posted the last meeting minutes and if everyone could review them and just make sure that it coincides with the meeting that took place. If you have any questions or concerns regarding the minutes, email Mrs. Adams. Mrs. Adams reminded everyone to send their questions via email to her by the end of the week.



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RFP #6324: Website Redesign and Replacement Services

Date: Tuesday, October 15, 2024

Time: 1:00 p.m. – 2:00 p.m.

Location: City Hall, Executive Office Conference Room

Attendees:

Talisa Adams – Procurement Manager & Chairperson

Yazmin Huerta – Financial Service Tech & Notetaker

Javon Lloyd – PIO & Evaluation Committee Member

Randi Rainey – City Clerk & Evaluation Committee Member

Jordan Parrish – Police Officer & Evaluation Committee Member

Joshua Cox – IT Director & Expert Observer

Absent:

David Halcome – Deputy Fire Chief & Evaluation Committee Member

Purpose: Evaluation Committee to conduct interviews/presentations with the top three firms **GHD Services, CivicPlus, and Revize** and finalize overall scores to determine the highest scoring proposer.

Discussion/Comments:

1. After the virtual interviews concluded, the meeting was called to order at 1:00 p.m. by Chairperson, Talisa Adams.
2. The committee members proceeded to score the interview/presentation section for each firm: GHD Services, Civic Plus, and Revize. (see below for final scores)
3. Chairperson Mrs. Adams let the committee know to input the interview scores in OpenGov before the end of the day for the three vendors.
4. Mrs. Adams let the committee know that the recommendations will be for the highest scoring proposal that's going to be submitted to City Manager Clark for his review and concurrence for the award recommendation to the highest scoring proposer.
5. Mrs. Adams will send the award recommendation letter to the committee for review prior to disbursement to the City Manager.



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Interviews/Presentations Scores

GHD Services: Final score 4.67

Randi score 4: Due to not providing the full cost, they only provided a standard cost, and not additional costs associated with annual maintenance fees.

Jordan score 5: Due to cost as well, and in order to select or change colors and fonts, we would need to purchase the premium package which would be an extra amount added.

Javon score 5: Along with what the rest of the committee members mentioned, their examples were not great. I didn't get a chance to see the backend features. I don't know the structure or what it looks like.

Mrs. Adams also commented that another big piece is that the City would have to migrate the existing data. However, the firm would help but at additional costs.

Civic Plus: Final score 8

Randi score 7: No AI chat box

Jordan score 8: Did not like the 4hr response time through the support chat line.

Javon score 9: I thought they were very thorough. One of the biggest reasons why I scored them so high was I love the features of how you can live edit and see your changes as you're making them. That is huge because every department would have more control over and be able to edit as they go. I also like the drag and go feature.

Revize: Final Score 8.67

Randi score 9: I thoroughly enjoyed the presentation. I also love the AI chat box. They also provide an unlimited number of mockups.

Jordan score 10: I liked the brand-new website it's not a template, we are able to build each page. I really liked the business directory capability.

Javon score 7: The only concern I had was about the back-end content management system. There is no live editing or user-friendly capabilities, updating the website could be hard especially for people that don't normally update websites they would need to be taught. One thing I did like was the examples that he gave, I love the San Carlos



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website, as well as the Chamblee website. They provided a lot of different options, and a lot of their websites were different. Mrs. Adams does bring up that Revize provides free retraining and some other added value – 4 upgrades per year and a redesign every 4 years at no additional costs.