

Evaluation Scoring Criteria		
HALFF		
	Possible Points	Points Given
1. Qualifications, skillset, and experience of key personnel and ability to provide qualified services	35	28
2. Relevant experience in comparable projects/services and experience with similar size and type jurisdictions in similar environments, including client references.	30	18
3. Capability of the Consultant to perform the services required	20	16
4. References	10	9
5. Minority Business: If the firm, or its sub-contractors, are designated as a minority business by the State of Florida, five (5%) points shall be awarded	5	0
Total:		71
KCT Consulting Services		
	Possible Points	Points Given
1. Qualifications, skillset, and experience of key personnel and ability to provide qualified services	35	32
2. Relevant experience in comparable projects/services and experience with similar size and type jurisdictions in similar environments, including client references.	30	28
3. Capability of the Consultant to perform the services required	20	18
4. References	10	9
5. Minority Business: If the firm, or its sub-contractors, are designated as a minority business by the State of Florida, five (5%) points shall be awarded	5	0
Total:		87
Parks Consulting Services		
	Possible Points	Points Given
1. Qualifications, skillset, and experience of key personnel and ability to provide qualified services	35	34
2. Relevant experience in comparable projects/services and experience with similar size and type jurisdictions in similar environments, including client references.	30	30
3. Capability of the Consultant to perform the services required	20	19
4. References	10	9
5. Minority Business: If the firm, or its sub-contractors, are designated as a minority business by the State of Florida, five (5%) points shall be awarded	5	0
Total:		92
Pritchett Steinback Group, Inc.		
	Possible Points	Points Given
1. Qualifications, skillset, and experience of key personnel and ability to provide qualified services	35	33
2. Relevant experience in comparable projects/services and experience with similar size and type jurisdictions in similar environments, including client references.	30	25
3. Capability of the Consultant to perform the services required	20	18
4. References	10	8

They bring substantial infrastructure consulting experience and local government planning. HALFF has a large team with extensive experience in infrastructure and planning, but they do not mention having AICP or APA-certified personnel in the primary team for this submission. Their team's qualifications are solid but more focused on larger-scale projects, which limits their relevance here.

HALFF has broad experience in transportation planning and working with local governments on infrastructure. HALFF brings specialized teams for various technical aspects and a thorough implementation strategy. HALFF has a large and diverse team, but their experience leans heavily on infrastructure and larger projects, and their lack of specialization in small-town urban planning reduces their relevance for this particular RFQ.

References include high-profile municipal clients.

No minority business certification noted.

Kelly Turner, the President, holds both AICP and Certified Floodplain Manager credentials, bringing nearly a decade of experience in urban planning, floodplain management, and zoning. Her experience in municipal and private sector planning provides a strong foundation for this role. Kelly Turner, the President, is AICP certified, and KCT has a strong planning background, particularly in floodplain management and zoning. However, their planning capabilities rely partly on subcontractors for certain specialized tasks.

KCT Consulting Services has a diverse portfolio of projects including floodplain management, transportation analyses, and comprehensive planning. Notable projects include coordination of CRS assessments and comprehensive plan updates for municipalities such as New Port Richey and Minneola.

KCT Consulting Services demonstrates strong project management capabilities, supported by Kelly Turner's experience in handling complex planning tasks for various municipalities. While KCT has solid in-house planning capabilities, they do rely on subcontractors for some specialized services, which lowers their score slightly compared to firms with more comprehensive internal resources.

The proposal includes strong references from various municipalities, including the City of New Port Richey and LPG Urban Planners, with testimonials praising Kelly Turner's professionalism, expertise, and work quality.

Kelly Turner has applied for the Women-Owned Business Enterprise (WBE) certification, but it is pending, which does not currently qualify for the full minority business points.

PCS has extensive experience in municipal planning, serving as the town planner for Montverde since 2010. PCS has extensive experience in urban planning and provides in-house AICP-certified personnel.

Their work includes urban planning and long-range planning for several municipalities, focusing on planning and development review.

PCS has a detailed project approach and a history of timely deliverables. PCS has a proven track record of working directly with small municipalities without relying on subcontractors, which demonstrates their strong capability to perform required services.

Strong references from Montverde, Ocoee, and other Florida towns.

No minority business certification mentioned.

This firm brings over 20 years of experience in urban planning and transportation, with specific expertise in transportation analyses, housing needs, development review, and comprehensive planning. Their team includes certified planners and other experienced professionals, indicating a strong foundation in community planning. PSG includes AICP-certified personnel and has demonstrated strong qualifications through previous urban planning projects for various municipalities. Their planning experience is broad but may not be as tailored to smaller communities as PCS.

They have a solid portfolio of comparable projects, including work with municipalities like North Port, Mills River, and Creedmoor. Their experience spans key areas such as housing affordability studies, transportation, and land development regulations.

The firm demonstrates the capability to deliver on projects with a well-rounded team and specialized skills such as GIS, spatial analysis, and transportation analysis. Their collaboration with key partners like 3TP Ventures and Fehr & Peers enhances their ability to perform the required services.

They mention long-standing relationships with clients and the repeated selection by several municipalities for ongoing work, indicating strong client satisfaction. However, specific references are not heavily detailed.

5. Minority Business: If the firm, or its sub-contractors, are designated as a minority business by the State of Florida, five (5%) points shall be awarded	5		0	PSG is both a certified Disadvantaged Business Enterprise (DBE) and a Women-Owned Business Enterprise (WBE), but not an MBE.
Total:			84	
The Lunz Group				
	Possible Points		Points Given	
1. Qualifications, skillset, and experience of key personnel and ability to provide qualified services	35		30	Their proposal highlights 25+ years of architectural experience with a focus on Central Florida. They have a strong team, including certified planners, and substantial project management experience. Lunz Group's proposal highlights a skilled team with significant experience, but it does not emphasize AICP or APA certification for key, non-subcontractor personnel. Their experience is strong, but the lack of certification places them lower on this criterion.
2. Relevant experience in comparable projects/services and experience with similar size and type jurisdictions in similar environments, including client references.	30		22	They've been involved in various urban planning projects, including master planning for cities like Lakeland and St. Cloud.
3. Capability of the Consultant to perform the services required	20		17	The firm demonstrates strong project management capabilities, with clear plans for quality assurance and timely project delivery. The Lunz Group has demonstrated strong capability to deliver planning services, though their focus tends to be on larger projects. Their reliance on a broader, non-specialized team lowers their score for small-town planning.
4. References	10		9	Provides solid references from municipal projects.
5. Minority Business: If the firm, or its sub-contractors, are designated as a minority business by the State of Florida, five (5%) points shall be awarded	5		0	Minority Business certification not noted in their submission.
Total:			78	