

M.3 EVALUATION CRITERIA

Proposals will be evaluated based on the following evaluation factors in the manner described below:

The offerors' technical proposal and price proposal shall be evaluated separately. Offerors are advised that the technical and price proposals will be evaluated by the District based on the criteria outlined below.

M.3.1 TECHNICAL CRITERIA (75 Points Maximum)

These evaluation factors consider the offeror's knowledge and experience, methodology, and past performance used in performing services the same or similar to the required services as described in Section C. These evaluation factors include an examination of the quality of services provided timeliness in service delivery, business practices, and overall satisfaction with the offeror's performance.

M.3.1.1 Knowledge and Experience (0-40 points)

This evaluation factor considers the specific knowledge and experience as demonstrated by the offeror related to BRAC/LRA or services similar in size and scope within the past ten (10) years. Offeror must demonstrate a clear understanding of the project requirements.

Point Range
(15)

1. Knowledge and comprehension of BRAC and LRA requirement.
2. Knowledge of scope and resources needed to complete project.

Point Range
(25)

1. Experience with preparing Business and Operation Plans for similar BRAC/LRA projects within the last 10 years.
2. Experience preparing economic analyses for large redevelopment projects, as well as market studies and fiscal analyses within the last 10 years.
3. Experience analyzing the economic impact and benefits of similar sized infrastructure and utility projects within the last 10 years.
4. Three LRA / Redevelopment agency references.

M.3.1.2 Methodology and Technical Approach (0 – 20 points)

This evaluation factor considers the offeror's proposed methodology and technical approach for this project, including project management, design, deployment, training, documentation, and ongoing support.

This evaluation factor will be evaluated based on the completeness of the offeror's proposed methodology and technical approach and its match to the functional requirements in Section C. The proposed methodology and technical approach must demonstrate how the offeror intends to complete the project and all deliverables successfully, within the desired timeframes.

Point Range
(10)

1. Project Approach

- Soundness and methodology of work plan
- Approach to meet the scope of work and submission timeline

Point Range
(10)

2. Project Work-plan

- Ability to support the District in financial negotiations and valuation discussions

M.3.1.3 Past Performance (0 – 15 points)

Evaluation of past performance allows the District to assess the offeror's ability to perform the required work.

This evaluation factor considers the extent of the offeror's past performance within the last ten (10) years, in achieving a high degree of customer satisfaction. Evaluation of this factor will be based on the quantity and quality of offeror's performance on projects of comparable size, highly technical nature, and complexity. The currency and relevance of the information, source of information, context of the data, and general trends in offeror's performance shall be considered.

Point Range
(15)

1. The offeror shall provide a list of three (3) previous contracts for which the offeror provided services of similar scope and size within the last ten (10) years. Include the name of company, title and description of the project, contract number, dollar amount, and period of performance, name of the contact person, title, and telephone number and email address.

TOTAL POSSIBLE POINTS

75 Points

Determination of Points for Price

Actual points assigned to each offeror in this category will be computed in accordance with the following formula. The offeror with the lowest price will receive the maximum points. All other proposals will receive a proportionately lower total score, calculated in accordance with the following formula:

$$\frac{\text{Grand Total of Lowest Proposal Price Offered}}{\text{Grand Total of Proposal Being Evaluated}} \times 25 = \text{Evaluated Price Score}$$