

ATTACHMENT 3 – PROPOSAL EVALUATION

Evaluation Process

All proposals will be evaluated by a Town Selection Committee (Committee). The Committee may be composed of Town of Los Gatos - Parks and Public Works Department staff and other parties that may have expertise or experience in the services described herein. The Committee will review the submittals and will rank the proposers. The evaluation of the proposals shall be within the sole judgment and discretion of the Committee. All contacts during the evaluation phase shall be through the Town of Los Gatos - Parks and Public Works Department Contract Administrator/Project Manager only. Proposers shall neither contact nor lobby evaluators during the evaluation process. Attempts by Proposer to contact members of the Committee may jeopardize the integrity of the evaluation and selection process and risk possible disqualification of Proposer.

The Committee will evaluate each proposal meeting using the qualification requirements set forth in this RFP. Proposers should bear in mind that any proposal that is unrealistic in terms of the technical or schedule commitments may be deemed reflective of an inherent lack of technical competence or indicative of a failure to comprehend the complexity and risk of the Town's requirements as set forth in this RFP.

The selection process will include oral interviews. The consultant will be notified of the time and place of oral interviews and if any additional information that may be required to be submitted.

Evaluation Criteria

Proposals will be evaluated according to each Evaluation Criteria and ranked by total score. Scores for criteria 1-3 and 7 will be assigned as described below. Scores for criteria 4-6 will be awarded using the rubric in Table 1 on a zero-to-five point rating. The scores for all the Evaluation Criteria will then be multiplied according to their assigned weight to arrive at a weighted score for each proposal. A proposal with a high weighted total will be deemed of higher quality than a proposal with a lesser-weighted total.

Table 1 - Rating Scale		
0	Not Acceptable	Non-responsive, fails to meet RFP specifications. The approach has no probability of success. For mandatory requirement this score will result in disqualification of proposal.
1	Poor	Below average, falls short of expectations, is substandard to that which is the average or expected norm, has a low probability of success in achieving project objectives per RFP.
2	Fair	Has a reasonable probability of success, however, some objectives may not be met.
3	Average	Acceptable, achieves all objectives in a reasonable fashion per RFP specification. This will be the baseline score for each item with adjustments based on interpretation of proposal by Evaluation Committee members.
4	Above Average/Good	Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFP requirements and expectations.

5	Excellent/ Exceptional	Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFP specification.
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The Town will evaluate proposals and award on the basis of proposal scores. In the event of close scores or a tie, a short list will be prepared and interviews scheduled. The Evaluation Criteria Summary for the **ATSPM Element** and their respective weights are as follows:

Table 2 - Evaluation Criteria for the ATSPM Element		
No.	Written Evaluation Criteria	Weight
1	Mandatory System Requirement	Pass/Fail
2	Critical System Requirements	25
3	Desirable System Requirements	5
4	Qualifications & Experience	20
5	Organization & Resources	10
6	Project Understanding & Scope	20
7	Cost	20
	Subtotal:	100
No.	Interview Evaluation Criteria	Weight
8	Presentation by team	15
9	Q&A Response to panel questions	25
	Subtotal:	40
	Total:	140

Note: Each System Requirement in Attachment 6 is labeled Mandatory, Critical, or Desirable. See Attachment 6.

1. Mandatory System Requirements (Pass/Fail)

- a. Responses to this RFP must be complete. Responses that do not provide the full list of Mandatory System Requirements or do not address each of the Evaluation Criteria will be considered incomplete, be rated a Fail in the Evaluation Criteria and will receive no further consideration. See Attachment 6 for list of requirements and Attachment 7 for additional descriptions.

2. Critical System Requirements (25 points)

- a. System capability, a Yes (score 1) or No (score 0) on each line of Attachment 6. The full weighted line score will be awarded to the proposal with the highest score and a proportional score to the remaining proposals. See Attachment 6 for list of requirements and Attachment 7 for additional descriptions.

3. Desirable System Requirements (5 points)

- a. System capability, a Yes (score 1) or No (score 0) on each line of Attachments 2 and 3. The full weighted line score will be awarded to the proposal with the highest score and a proportional score to the remaining proposals. See Attachment 6 for list of requirements and Attachment 7 for additional descriptions.

4. Qualifications & Experience (20 points)

- a. Describe a minimum of one and up to three recent projects and provide references for each category listed below:
 - i. Advanced Traffic Signal Performance Measures (ATSPM) – projects with agencies with population of about 30,000 or a total of 30-50 traffic signals preferred.
 - ii. Virtual Bicycle Detection and Bicycle Priority System (VBD-BDS)– projects on arterial corridors with 10-20 signalized intersections and multiple schools on the corridor are preferred.
- b. Describe the role of the proposed project manager and key staff on each project.
- c. Describe the most-used SPMs and what makes them most-used.

5. Organization & Resources (10 points)

- a. Roles and Organization of Proposed Team
 - i. Proposes adequate and appropriate disciplines of project team.
 - ii. Some or all of team members have previously worked together on similar project(s).
 - iii. Overall organization of the team, and relevance to Town of Los Gatos - Parks and Public Works Department needs.
- b. Project and Management Approach
 - i. Team is managed by an individual with appropriate experience in similar projects. This person's time is appropriately committed to the project.
 - ii. Project team and management approach responds to project issues. Team structure provides adequate capability to perform both volume and quality of needed work within project schedule milestones.
- c. Roles of Key Individuals on the Team
 - i. Proposed team members, as demonstrated by enclosed resumes, have relevant experience for their role in the project.
 - ii. Key positions required to execute the project team's responsibilities are appropriately staffed.

6. Project Understanding & Scope of Work (15 points)

- a. Describes familiarity with this specific project or similar projects at agencies of a similar size to Los Gatos and demonstrates understanding of project objectives moving forward as a federally funded project. Demonstrates a thorough review and evaluation of the RFP "Requested Scope of Services"
- b. Working Relationship with Town of Los Gatos - Parks and Public Works Department
 - i. Team and its leaders have experience working in the public sector and knowledge of public sector procurement process and knowledge of the

- Caltrans process for consistency with requirements for federally funded projects.
- ii. Team leadership understands the nature of public sector work and its progress reporting process.
- iii. Proposal responds to need to assist Town of Los Gatos - Parks and Public Works Department during the project.
- c. The Scope of Work shall include all items in Attachment 1 plus additional items required to provide complete and functioning Systems. Any items in Attachment 1 that are not necessary for the System Vendor's estimate shall be identified.
- d. Describes a comprehensive Quality Assurance/Quality Control (QA/QC) program that ensures high quality deliverables are transmitted to the Town.
- e. The scope tasks shall be subdivided so task overlap is minimized, so monthly percent complete invoicing will be clear and easy to understand.
- f. Meetings and progress reports present clear updates on status

7. Cost (20 points)

- a. Costs listed in Cost Proposal Form (see Attachment 2) will be compared with full score to lowest cost proposal, proportional score to higher cost proposals. An additional weighting factor will be applied to reflect compliance of scope in proposal to the requested scope in the RFP.

The Town reserves the right to award a contract based on proposal score (Items 1-7) or to invite the top-scoring system vendors to an interview.

8. Presentation by Team (15 points)

- a. Presentation is given by project team members and is clear, concise, and focused on the project.
- b. Team presentation conveys project understanding, communication skills, innovative ideas, critical issues and solutions.
- c. Demonstration of a live system (if available) is used to demonstrate use of graphics in presenting information.

9. Q&A Response to Panel Questions (25 points)

- a. Proposer's project team members provide comprehensive, well versed, and educated responses to various interview panel questions.

The Town will evaluate proposals and award on the basis of proposal scores. In the event of close scores or a tie, a short list will be prepared and interviews scheduled. The Evaluation Criteria Summary for the **VBD/BPS Element** and their respective weights are as follows:

Table 3 - Evaluation Criteria for the VBD/BPS Element		
No.	Written Evaluation Criteria	Weight
1	Mandatory System Requirement	Pass/Fail
2	Critical System Requirements	23
3	Desirable System Requirements	2
4	Qualifications & Experience	10
5	Organization & Resources	10
6	Approach to Bicycle Detection	15
7	Project Understanding & Scope	20
8	Cost	20
	Subtotal:	100
	Interview Evaluation Criteria	Weight
9	Presentation by team	15
10	Q&A Response to panel questions	25
	Subtotal:	40
	Total:	140

1. Mandatory System Requirements (Pass/Fail)

- a. Responses to this RFP must be complete. Responses that do not provide the full list of Mandatory System Requirements or do not address each of the Evaluation Criteria will be considered incomplete, be rated a Fail in the Evaluation Criteria and will receive no further consideration. See Attachment 6 for list of requirements and Attachment 7 for additional descriptions.

2. Critical System Requirements (23 points)

- a. System capability, a Yes (score 1) or No (score 0) on each line of Attachments 2 and 3. The full weighted line score will be awarded to the proposal with the highest score and a proportional score to the remaining proposals. See Attachment 6 for list of system requirements and Attachment 7 for additional descriptions.

3. Desirable System Requirements (2 points)

- a. System capability, a Yes (score 1) or No (score 0) on each line of Attachments 2 and 3. The full weighted line score will be awarded to the proposal with the highest score and a proportional score to the remaining proposals. See Attachment 6 for list of system requirements and Attachment 7 for additional descriptions.

4. Qualifications & Experience (10 points)

- a. Describe a minimum of one and up to three most recent projects and provide references for each category listed below:
 - i. Virtual Bicycle Detection and Bicycle Priority System (VBD/BDS)– projects on arterial corridors with 10-20 signalized intersections and multiple schools on the corridor are preferred.
 - ii. State if the project was a pilot test or long-term implementation
- b. Describe the role of the proposed project manager and key staff on each project.

5. Organization & Resources (10 points)

- a. Roles and Organization of Proposed Team
 - iii. Proposes adequate and appropriate disciplines of project team.
 - iv. Some or all of team members have previously worked together on similar project(s).
 - v. Overall organization of the team, and relevance to Town of Los Gatos - Parks and Public Works Department needs.
- b. Project and Management Approach
 - vi. Team is managed by an individual with appropriate experience in similar projects. This person's time is appropriately committed to the project.
 - vii. Project team and management approach responds to project issues. Team structure provides adequate capability to perform both volume and quality of needed work within project schedule milestones.
- c. Roles of Key Individuals on the Team
 - viii. Proposed team members, as demonstrated by enclosed resumes, have relevant experience for their role in the project.
 - ix. Key positions required to execute the project team's responsibilities are appropriately staffed.

6. Approach to Bicycle Detection (15 points)

- a. Describe approach to detection via the bike app. Scoring factors include:
 - How bike app turns on and off
 - How maximum distance to intersection is determined
 - Ability to differentiate between bicycles and slow moving cars
 - Ability to differentiate between bicycles in bike lane and adjacent same-direction left turn lane

7. Project Understanding & Scope of Work (15 points)

- a. Describes familiarity with this specific project or similar projects at agencies of a similar size to Los Gatos and demonstrate understanding of project objectives moving forward as a federally funded project. Demonstrates a thorough review and evaluation of the RFP "Requested Scope of Services"
- b. Working Relationship with Town of Los Gatos - Parks and Public Works Department
 - i. Team and its leaders have experience working in the public sector and knowledge of public sector procurement process and knowledge of the Caltrans process for consistency with requirements for federally funded projects.

- ii. Team leadership understands the nature of public sector work and its progress reporting process.
 - iii. Proposal responds to need to assist Town of Los Gatos - Parks and Public Works Department during the project.
- c. The Scope of Work shall include all items in Attachment 1 plus additional items required to provide complete and functioning Systems. Any items in Attachment 1 that are not necessary for the System Vendor's estimate shall be identified.
- a. Describes a comprehensive Quality Assurance/Quality Control (QA/QC) program that ensures high quality deliverables are transmitted to the Town.
- d. The scope tasks shall be subdivided so task overlap is minimized, so monthly percent complete invoicing will be clear and easy to understand.

8. Cost (20 points)

- a. Completeness of information provided regarding references as outlined in the RFP.
- b. Evaluation of references and project information provided from at least three (3) agencies you currently or have previously consulted for in the past five (5) years.
- c. Evaluation of cost vs. equipment/services proposed

The Town reserves the right to award a contract based on proposal score (Items 1-8) or to invite the top-scoring system vendors to an interview.

9. Presentation by Team (15 points)

- a. Presentation is given by project team members and is clear, concise, and focused on the project.
- b. Team presentation conveys project understanding, communication skills, innovative ideas, critical issues and solutions.

10. Q&A Response to Panel Questions (25 points)

- a. Proposer's project team members provide comprehensive, well versed, and educated responses to various interview panel questions.