

ATTACHMENT A: SELECTION CRITERIA

Evaluation Team

All qualified responses will be evaluated by a qualifications review committee (Committee). The Committee may be composed of City staff and other parties with relevant expertise or experience related to the project and requested services project detailed throughout the RFQ. The Committee will review all responses and score each individually based on the Evaluation Criteria and Process below. Responses meeting the minimum requirements will be evaluated in accordance with the point rating system. The evaluation of responses will be at the sole discretion of the Committee. The top scoring (dependent on the number of responses received) pre-qualified response(s) will then be considered for additional review, which may include a demonstration and/or interview. The Qualified Respondent(s) will be notified of the time and place of demonstrations and/or interviews along with any additional information that may be required. The contract for the services outlined including one or more components will be awarded to the Qualified Respondent(s) who submitted a response that is most advantageous to the city.

Minimum Requirements

1. Response must address all items included in “Minimum Qualifications” in Section C. Minimum Requirements

Evaluation Criteria and Process

Evaluations of the responses will be based on a weighted point system as follows:

Criteria	Description	Point Weight
1	Qualifications of Firm	20
2	Relevant Experience of Firm	20
3	Written Proposal	20
4	Project interest, capacity, & understanding	20
5	References	10
6	Cost	5
7	Collaboration & Culture Alignment	5
TOTAL		100

Definition of Major Criteria Categories:

Qualifications of Firm: The evaluation is based on qualifications and competence in relation to the scope of the project, the overall approach and strategy described in the proposal and company’s capacity to perform the work within the specified timeframe, the professional qualifications of key personnel related to the work described in the scope of the project. OR RFQ Response is detailed, addresses the

priorities listed in the scope of services within the RFQ, and provides a clear vision for the performance partnerships structure, logistics, and outcomes. Respondent is clearly willing to be a partner in this process and be an ongoing resource for the Sun Prairie Public Library.

Relevant Experience of Firm: Evaluation is based on the history of the company, the experiences as it related to the requirements within the OR RFQ, evidence of past performance, quality and relevance of past work, reference and related items. OR RFQ Response meets all minimum requirements related to experience, indicates that all provided documentation and links were reviewed, and proposes a sound approach that provides the most value to the Sun Prairie Public Library, facilitating a phased approach, specifically addressing contract negotiation with architectural and construction firms and design and construction management services.

Cost: Cost definition can be found below included in the Evaluation of Criteria (#6).

Collaboration & Culture Alignment: Evaluation is based on the City's existing procurement processes that highlight a preference for Sustainability, DBE/WBE/DVB, and Local Preference. These values have been combined into one scoring section to allow for flexibility and creativity in potential responses and partnerships to create the optimal outcome for the city.

Sustainability: The City's vision is to create and expand sustainability practices while always recognizing the interdependence of environmental quality, economic resiliency and growth, and social equity. Evaluation is based on the effect business has on the environment, society and economy.

DBE/WBE/DVB:

DBE (Disadvantaged-Owned Business Enterprise):

- At least 51 percent owned by one or more socially and economically disadvantaged individuals; and
- Controlled (managed and operated daily) by one or more socially and economically disadvantaged individuals.

WBE (Woman-Owned Business Enterprise):

- Organized as a for-profit business, performing a commercially useful function;
- At least 51 percent owned by one or more women; and
- Controlled (managed and operated daily) by one or more women
- There are no size restrictions for WBE certification

DVB (Disabled Veteran Business)

- At least 51% owned, controlled, and actively managed by an identified service-disabled veteran and serve a useful business function.
- The service-disabled veteran owner has demonstrated that they: 1) Have a certificate of release or discharge from active duty (Form DD214); 2) Reside in Wisconsin; and 3) Have a disability rating of at least 0% with the Department of Veteran's Affairs or an Armed Services Branch.

Local Preference: To qualify as "local," a business must meet at least two of three criteria:

- The portion of its employees working at facilities in the City of Sun Prairie (at least 50%);
- The portion of ownership vested with City of Sun Prairie residents (at least 50%); and
- The portion of sourcing within the City of Sun Prairie area (at least 15%).

Evaluation of Criteria

Criteria 1,2, 3, 4, & 5: Qualifications of Firm, Relevant Experience of Firm, Quality of Written Proposal, Demonstration of Project interest, understanding and capacity, and Responses from References:

Evaluation team will use the evaluation scoring guide below to evaluate these two criteria. Each criteria will have a maximum number of points assigned to it. Based upon how well the proposal addressed each criteria, the evaluation team assigns a percentage of 0% up to maximum percentage of 100% to each criteria and then multiplies the maximum points by the appropriate scoring percentage to compute the final score.

Evaluation Scoring Guide					
Percentage (%)	Quality of Response	Description	Strengths Relative to Requirement	Weaknesses	Confidence In Proposed Approach
90-100	Excellent	The proposal addresses the requirements completely, exhibits outstanding knowledge, creativity, innovation or other factors to justify this rating.	Meets requirements - numerous strengths in key areas.	None	Very High
80-89	Good	The proposal addresses the requirements completely and addresses some elements of the requirements in an outstanding manner	Meets requirements - some strengths in key areas	Minor - not in key areas	High
70-79	Moderate	The proposal addresses most elements of the requirements.	Meets most requirements - minimal strengths provided in their response.	Moderate - does not outweigh strengths	Moderate
60-69	Marginal	The proposal meets some of the RFP requirements.	Meets some of the requirements with some	Exist in key areas - outweighs strengths	Low

			clear strengths.		
--	--	--	------------------	--	--

For example:

Criteria (1)	Point weight (2)	Percentage (3)	Final Score (2x3)
Qualifications of Firm	20	80%	16
Relevant Experience of Firm	20	90%	18

Criteria 6: Cost

The Finance Department completes the evaluation of the cost points. The proposal with the lowest cost receives the maximum points allowed. All other proposals receive a percentage of the points available based on their cost relationship to the lowest cost proposal. OR RFQ Response provides a transparent analysis showing all mark-ups, fees, and other costs associated with the project.

Criteria 7: Collaboration & Culture Alignment

Sustainability: The proposal should demonstrate alignment with the City’s sustainability objectives, as outlined in the Task Force on Sustainability [Report](#) (specifically, Strategic Recommendations starting on page 11). Examples include business efforts to reduce resource consumption (electricity, fuel, water, materials, food, etc.) and associated emissions, relevant commitments to sustainability initiatives or goals, and progress towards or completion of industry-standard certifications (examples include GRI, LEED, ISO14001, SASB); relative to the type of product/service being provided.

DBE/WBE/DVB: DBE/WBE/DVB certified respondents receive five points. Non-certified business receive zero points.

Local Preference: Local respondents receive five points. Non-local business receive zero points.