<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance	5 "Excellent" are given for each criterion as follows:	Below Average	2
with a total weight of 100%.	for each effiction as follows.	Poor	1
		Unacceptable	0

Company Name: <u>Action Research</u> Evaluator Number: <u>1</u> Date: <u>4-5-22</u>

		CRITERIA	WEIGHT	SCORE (0-5)
Progr Plan	ammati	c and Related Experience, Understanding of Expertise and Work		
Propos	sal respo	onse demonstrates:		
>	subcon organiz numbe	profile of the Respondent's (if applicable, the prime contractor and atractor(s)), including the types of services offered; year founded; form of the zation (corporation, partnership, sole proprietorship); size and location of offices; or of employees; names and titles of principals of the Respondent; and names of resonnel who might be assigned to the project, their roles and experience.		
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all exformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical see and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.		
>	Respoi Experi	at two (2) projects (highlighting any Public Agency experience) that demonstrated adent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following ation for each project:	15	
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		5

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	dational Campaign and Related Experience, Understanding of Expertise, Vork Plan		
Propos	sal response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

Stormwater Education and Behavior Change Support Services

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated ident's ability to meet the qualifications outlined for the Foundational Campaign o Section 2 - Scope of Work). Included the following information for each project:		(3.2)
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		5
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		3
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	-	Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
ction lan	Camp	aign and Related Experience, Understanding of Expertise, and Work		
opos	al respo	nse demonstrates:	40	
-	Profile	of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		(3.5)
	regard	Is so of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
\	Respon Campa	t two (2) projects (highlighting any Public Agency experience) that demonstrate indent's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		4
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	sal response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	 Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and 		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	5
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	iency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work		
Propos	sal response demonstrates:	_	5
>	Proposal is complete, comprehensive, and well organized.	5	
>	RFP requirements are addressed and adhered to.		
	Respon	dent Total	24

<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance	5 "Excellent" are given for each criterion as follows:	Below Average	2
with a total weight of 100%.	for each effiction as follows.	Poor	1
		Unacceptable	0

Company Name: <u>Dean & Associates DBA Poseidon Education</u> Evaluator Number: <u>1</u> Date: <u>4-5-22</u>

	CRITERIA	WEIGHT	SCORE (0-5)
Progr Plan	ammatic and Related Experience, Understanding of Expertise and Work		
Propos	sal response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; year founded; form of the organization (corporation, partnership, sole proprietorship); size and location of offices; number of employees; names and titles of principals of the Respondent; and names of key personnel who might be assigned to the project, their roles and experience.		
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP applicable to 'Programmatic Experience'.		
>	At least two (2) projects (highlighting any Public Agency experience) that demonstrated Respondent's qualifications to accomplish the services outlined for 'Programmatic Experience' (refer to Section II, Subsection 1, "Scope of Work"). Included the following information for each project:	15	2
	 Project description and location; 		
	 Description of services provided; 		
	 Total cost of services provided; 		
	o Budget performance;		
	 Schedule performance; 		
	 Consultants utilized; 		
	 Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing"). 		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		(0-3)
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
and W	dational Campaign and Related Experience, Understanding of Expertise, Vork Plan sal response demonstrates:		
_	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	1
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated adent's ability to meet the qualifications outlined for the Foundational Campaign o Section 2 - Scope of Work). Included the following information for each project:		(0-3)
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
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		 Quality performance; 		
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		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
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>	-	Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	Camp	aign and Related Experience, Understanding of Expertise, and Work		
Propos	al respo	onse demonstrates:	40	1
-	Profile	of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		(- ()
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	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
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		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
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		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

	CRITERIA	WEIGHT	SCORE (0-5)
	dditional relevant information concerning the services offered in this RFP that it lers important in evaluating its' services.		
Prime Contro	actor Key Personnel and Proposed Staffing		
Proposal respo	onse demonstrates:		
	leted Attachment C of the Model Contract (included in Section 3 of this Request oposals) and submit hereinto:		
0	Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and		
0	Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	2
subcor to som	hed qualifications and experience for all proposed key staff members, including ntractor staff. Described the specific experience of each staff member as it relates ne or all of the knowledge and experience requirements needed for the Services as bed within the Scope of Work and the example projects previously described.		
	t organization chart which clearly delineates communication and reporting nships among the key staff members and among subcontractor staff.		
•	f Response and Degree of Compliance with County Model Contract onditions, and Scope of Work		
Proposal respo	onse demonstrates:	£	2
> Propos	sal is complete, comprehensive, and well organized.	5	2
> RFP re	equirements are addressed and adhered to.		
	Respon	dent Total	8

Evaluation Scoring Sheet – Written Component

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance"	5 "Excellent" are given for each criterion as follows:	Below Average	2
with a total weight of 100%.	for each efficient as follows.	Poor	1
		Unacceptable	0

Company Name: S. Groner Associates, Inc. Evaluator Number: 1 Date: 4-5-22

	CRITERIA	WEIGHT	SCORE (0-5)
Programma Plan	tic and Related Experience, Understanding of Expertise and Work		(* 2)
Proposal resp	ponse demonstrates:		
subco orgar numb	profile of the Respondent's (if applicable, the prime contractor and contractor(s)), including the types of services offered; year founded; form of the nization (corporation, partnership, sole proprietorship); size and location of offices; per of employees; names and titles of principals of the Respondent; and names of personnel who might be assigned to the project, their roles and experience.		
regar	Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in d to all work under the contract and scope of work associated with this RFP, including all performed by subcontractors.		
expe	ondent's (if applicable, the prime contractor's and subcontractor's) technical rtise and experience in performing work of a similar nature to that solicited in this applicable to 'Programmatic Experience'.		
Respe Expe	ast two (2) projects (highlighting any Public Agency experience) that demonstrated ondent's qualifications to accomplish the services outlined for 'Programmatic rience' (refer to Section II, Subsection 1, "Scope of Work"). Included the following mation for each project:	15	
C	Project description and location;		
C	Description of services provided;		
C	Total cost of services provided;		
C	Budget performance;		
C	Schedule performance;		
C	Consultants utilized;		
C	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
			5

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		(00)
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	Quality performance;		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
and W	lational Campaign and Related Experience, Understanding of Expertise, ork Plan		
_	al response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

	CRITERIA	WEIGHT	SCORE (0-5)
À	At least two (2) projects (highlighting any Public Agency experience). Respondent's ability to meet the qualifications outlined for the Found (refer to Section 2 - Scope of Work). Included the following information	dational Campaign	(00)
	 Project description and location; 		
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	 Consultants utilized; 		
	 Key Personnel utilized (must be same staff as proposed to pro- in Section II, Sub-Section 2, Part 2, Paragraph D "Prim Personnel and Proposed Staffing"). 		5
>	Brief narrative Work Plan that addresses the services noted in Campaign Experience' section of the Scope of Work and demonstrate understanding of County's needs and requirements.		
	 Described the approach to complete required objective sp Scope of Work. In addition, provided an approach structu following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project with and budget; 	in scope, schedule,	
	 Responsiveness to County staff and project requirem 	nents; and	
	 Coordination between Respondent and County staff. 		
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	 Respondent may also propose enhancement or proced innovations to the Scope of Work that do not materially objectives or required content of the project. 		
>	Any additional relevant information concerning the services offered considers important to evaluating its services.	I in this RFP that it	
Action Plan	n Campaign and Related Experience, Understanding of Experti	ise, and Work	
Propos	sal response demonstrates:	40	
>	Profile of the Respondent's (if applicable, the prime contractor and including the types of services offered; year founded; names and title	d subcontractor(s)),	

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		(00)
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	0	Consultants utilized;		2
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>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
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>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	sal response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	 Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and 		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	<u>5</u>
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
0.0	iency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work		
Propos	sal response demonstrates:	~	<u>4</u>
>	Proposal is complete, comprehensive, and well organized.	5	÷
>	RFP requirements are addressed and adhered to.		
	Respon	dent Total	22

<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Scores ranging from	Above Average	4
0 "Unacceptable" to	Average	3
<u>C</u>	Below Average	2
for each criterion as follows.	Poor	1
	Unacceptable	0
	e e	0 "Unacceptable" to Average 5 "Excellent" are given Below Average For each criterion as follows:

Company Name: <u>Action Research</u> Evaluator Number: <u>2</u> Date: <u>3/14/2022</u>

		CRITERIA	WEIGHT	SCORE (0-5)
Progra Plan	ammati	ic and Related Experience, Understanding of Expertise and Work	X4801114 (201) 3 3 4 4 4 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	The second se
Propos	sal respo	onse demonstrates:		
>	subcon organia numbe	profile of the Respondent's (if applicable, the prime contractor and attractor(s)), including the types of services offered; year founded; form of the zation (corporation, partnership, sole proprietorship); size and location of offices; or of employees; names and titles of principals of the Respondent; and names of resonnel who might be assigned to the project, their roles and experience.		
	regard	Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all performed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical ise and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.		4
>	Respoi Experi	st two (2) projects (highlighting any Public Agency experience) that demonstrated indent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following nation for each project:	15	
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		

Stormwater Education and Behavior Change Support Services

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.	**************************************	
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		·
	Quality performance;		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	ational Campaign and Related Experience, Understanding of Expertise, ork Plan		
ropos	al response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated ident's ability to meet the qualifications outlined for the Foundational Campaign of Section 2 - Scope of Work). Included the following information for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		4
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	-	Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	Сатр	aign and Related Experience, Understanding of Expertise, and Work		
Propos	sal resno	onse demonstrates:	40	
_	Profile	of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		gesymme (V e V filip fil)
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all exformed by subcontractors.	,	
>	experti	ident's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
>	Respon Campa	at two (2) projects (highlighting any Public Agency experience) that demonstrate indent's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		N
	0	Schedule performance;		٦/
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

CRITERIA	WEIGHT	SCORE (0-5)
Any additional relevant information concerning the services offered in this Riconsiders important in evaluating its' services.	FP that it	
Prime Contractor Key Personnel and Proposed Staffing		
Proposal response demonstrates:		
Completed Attachment C of the Model Contract (included in Section 3 of this for Proposals) and submit hereinto:	s Request	
 Identified key staff members proposed to perform Services and qualifications for performing work in line with CBSM principles incl not limited to educational background, specialized training, and experience. Key staff members shall be identified, at a minimum, for the Manager; and 	uding but years of	
o Identified subcontractors (if known currently) that will be assigned to services listed in the Scope of Work, by company name, address, contatelephone number and project function. Listed the specific serv Contractor will be sub-contracting including the assigned sub-contratheir applicable experience. Although this information is reconstructors will be used, their applicable experience will not be in the scoring of the proposal.	ct person, yices that actors and quired if	5
Furnished qualifications and experience for all proposed key staff members, subcontractor staff. Described the specific experience of each staff member as to some or all of the knowledge and experience requirements needed for the Se described within the Scope of Work and the example projects previously described.	s it relates ervices as	
Project organization chart which clearly delineates communication and relationships among the key staff members and among subcontractor staff.	reporting	
Sufficiency of Response and Degree of Compliance with County Model Contr	ract	
Terms and Conditions, and Scope of Work		5
Proposal response demonstrates:	5	
Proposal is complete, comprehensive, and well organized.		
> RFP requirements are addressed and adhered to.		
	Respondent Total	12
	Total Possible	100%
	Total I ossible	10070

Evaluation Scoring Sheet – Written Component

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

_	rmwater Education and Behavior Change Support Services	Canada	Excellent	
	Weights:	Score:	Excellent	3
	Each evaluation criteria are given a percent weight based	Scores ranging from	Above Average	4
	on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
	from 5% "low importance" to 30% "high importance"	5 "Excellent" are given for each criterion as follows:	Below Average	2
	with a total weight of 100%.	Tor each criterion as follows.	Poor	1
			Unacceptable	0

Company Name: <u>Dean & Associates DBA Poseidon Education</u> Evaluator Number: <u>2</u> Date: <u>3/15/2022</u>

	1	CRITERIA	WEIGHT	SCORE (0-5)
Progra Plan	ammati	ic and Related Experience, Understanding of Expertise and Work		
Propos	sal respo	onse demonstrates:		
>	subcon organia numbe	profile of the Respondent's (if applicable, the prime contractor and atractor(s)), including the types of services offered; year founded; form of the zation (corporation, partnership, sole proprietorship); size and location of offices; or of employees; names and titles of principals of the Respondent; and names of resonnel who might be assigned to the project, their roles and experience.		
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical ise and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.		2
>	Respoi Experi	st two (2) projects (highlighting any Public Agency experience) that demonstrated indent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following ation for each project:	15	
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		

Attachment E

Stormwater Education and Behavior Change Support Services

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		<u> </u>
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	lational Campaign and Related Experience, Understanding of Expertise, 'ork Plan		
ropos	ral response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

		CRITERIA	WEIGHT	SCORE
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated ident's ability to meet the qualifications outlined for the Foundational Campaign of Section 2 - Scope of Work). Included the following information for each project:		(0-5)
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's randing of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		2
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	•	ditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	a Camp	nign and Related Experience, Understanding of Expertise, and Work		
Propos	sal respo	nse demonstrates:	40	
>		of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
	-	condent; and names of key personnel who might be assigned to work related to on Campaigns, their roles and experience.	Control Resistance resolution (1971)	
	regard to	e of subcontractors shall in no way reduce or mitigate the prime contractor's liability in all work under the contract and scope of work associated with this RFP, including all formed by subcontractors.		
>	expertis	dent's (if applicable, the prime contractor's and subcontractor's) technical e and experience in performing work of a similar nature to that solicited in this the Action Campaigns.		
>	Respond Campai	two (2) projects (highlighting any Public Agency experience) that demonstrate dent's qualifications to accomplish the services outlined for the Action gns (refer to Section II, Subsection 1 "Scope of Work"). Included the following tion for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
		Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		2
>	Experie	arrative Work Plan that addresses the services noted in the 'Action Campaign nce' section of the Scope of Work and demonstrated the Respondent's anding of County's needs and requirements.		
		Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
		Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
		Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

CRITERIA	WEIGHT	SCORE (0-5)
> Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime Contractor Key Personnel and Proposed Staffing		
Proposal response demonstrates:		
Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
O Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and		
o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	2
Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
Sufficiency of Response and Degree of Compliance with County Model Contract		
Terms and Conditions, and Scope of Work		2,
Proposal response demonstrates:	5	,
Proposal is complete, comprehensive, and well organized.		
> RFP requirements are addressed and adhered to.		
Respon	dent Total	ID
То	tal Possible	100%
10	tal I OSSIDIC	100/0

Evaluation Scoring Sheet – Written Component

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
on the importance to the Scope of Work. Weights range	Scores ranging from	Above Average	4
	0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance"	5 "Excellent" are given for each criterion as follows:	Below Average	2
with a total weight of 100%.	Tor each criterion as follows.	Poor	1
		Unacceptable	0

Company Name: S. Groner Associates, Inc. Evaluator Number: 2 Date: 3/10/2022

		CRITERIA	WEIGHT	SCORE (0-5)
Progra Plan	ammati	ic and Related Experience, Understanding of Expertise and Work		
Propos	s a l respo	onse demonstrates:		
>	subcor organia numbe	profile of the Respondent's (if applicable, the prime contractor and atractor(s)), including the types of services offered; year founded; form of the zation (corporation, partnership, sole proprietorship); size and location of offices; or of employees; names and titles of principals of the Respondent; and names of resonnel who might be assigned to the project, their roles and experience.		
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical ise and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.		4
>	Respon Experi	st two (2) projects (highlighting any Public Agency experience) that demonstrated indent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following ation for each project:	15	
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		

Stormwater Education and Behavior Change Support Services

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	lational Campaign and Related Experience, Understanding of Expertise, ork Plan		
Propos	al response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

		CRITERIA	WEIGHT	SCORE (0-5)
2.007 (19.50) (19.50)		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	expert	ndent's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
>	Respon Campa	st two (2) projects (highlighting any Public Agency experience) that demonstrate ident's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		5
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
\	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
ì	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated adent's ability to meet the qualifications outlined for the Foundational Campaign o Section 2 - Scope of Work). Included the following information for each project:		(6.6)
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
ï .	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>		Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	Camp	aign and Related Experience, Understanding of Expertise, and Work		
Propos	al respo	nse demonstrates:	40	4
>		of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		'

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	sal response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	o Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	5
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	ciency of Response and Degree of Compliance with County Model Contract s and Conditions, and Scope of Work		4
Propos	sal response demonstrates:	E	
>	Proposal is complete, comprehensive, and well organized.	5	
>	RFP requirements are addressed and adhered to.		
	Respon	dent Total	22_

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Score:	Excellent	5
on criteria are given a percent weight based ince to the Scope of Work. Weights range importance" to 30% "high importance" 5 "Excellent" are given for each criterion as follows:	Above Average	4
	Average	3
	Below Average	2
	Poor	1
	Unacceptable	0
	Score: Scores ranging from 0 "Unacceptable" to 5 "Excellent" are given	Score: Excellent Above Average O "Unacceptable" to S "Excellent" are given for each criterion as follows: Excellent Above Average Average Below Average Poor

Company Name: <u>Action Research</u> Evaluator Number: <u>3</u> Date: <u>4-5-22</u>

		CRITERIA	WEIGHT	SCORE (0-5)
Progre Plan	ammati	ic and Related Experience, Understanding of Expertise and Work		
Propos	sal respo	onse demonstrates:		
>	subcon organiz numbe	profile of the Respondent's (if applicable, the prime contractor and attractor(s)), including the types of services offered; year founded; form of the zation (corporation, partnership, sole proprietorship); size and location of offices; or of employees; names and titles of principals of the Respondent; and names of resonnel who might be assigned to the project, their roles and experience.		
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all performed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical ise and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.		
>	Respon Experi	st two (2) projects (highlighting any Public Agency experience) that demonstrated indent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following nation for each project:	15	4
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		(0.2)
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	dational Campaign and Related Experience, Understanding of Expertise, Fork Plan		
ropos	sal response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	4
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

RFP No. 080-2121801-KC OC PUBLIC WORKS

	CRITERIA	WEIGHT	SCORE (0-5)
>	At least two (2) projects (highlighting any Public Agency experience) that demonstrated Respondent's ability to meet the qualifications outlined for the Foundational Campaign (refer to Section 2 - Scope of Work). Included the following information for each project:		(0.0)
	o Project description and location;		
	o Description of services provided;		
	o Total cost of services provided;		
	o Budget performance;		
	o Schedule performance;		
	o Consultants utilized;		
	 Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing"). 		
>	Brief narrative Work Plan that addresses the services noted in the 'Foundational Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		
	O Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	o Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.		
l <i>ction</i> Plan	Campaign and Related Experience, Understanding of Expertise, and Work		
Propos	al response demonstrates:	40	5
>	Profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; year founded; names and titles of principals of		

RFP No. 080-2121801-KC

OC PUBLIC WORKS

		CRITERIA	WEIGHT	SCORE
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	regard	lse of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ident's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
>	Respon Campa	t two (2) projects (highlighting any Public Agency experience) that demonstrate ident's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

RFP No. 080-2121801-KC

OC PUBLIC WORKS

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	sal response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	o Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and	,	
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	5
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	ciency of Response and Degree of Compliance with County Model Contract s and Conditions, and Scope of Work		
Propo	sal response demonstrates:	5	5
>	Proposal is complete, comprehensive, and well organized.)	3
>	RFP requirements are addressed and adhered to.		
	Respon	dent Total	23

<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance"	5 "Excellent" are given for each criterion as follows:	Below Average	2
with a total weight of 100%.	for each criterion as follows.	Poor	1
		Unacceptable	0

Company Name: <u>Dean & Associates DBA Poseidon Education</u> Evaluator Number: <u>3</u> Date: <u>4-5-22</u>

		CRITERIA	WEIGHT	SCORE (0-5)
Progra Plan	ammati	c and Related Experience, Understanding of Expertise and Work		
Propos	sal respo	onse demonstrates:		
>	subcon organiz numbe	profile of the Respondent's (if applicable, the prime contractor and tractor(s)), including the types of services offered; year founded; form of the ration (corporation, partnership, sole proprietorship); size and location of offices; of employees; names and titles of principals of the Respondent; and names of resonnel who might be assigned to the project, their roles and experience.		
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.	15	2
>	Respon Experi	t two (2) projects (highlighting any Public Agency experience) that demonstrated indent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		

CRITERIA	WEIGHT	SCORE (0-5)
➤ Brief narrative Work Plan that addressed the services noted in the 'Program Experience' section of the Scope of Work and demonstrated the Respondent understanding of County's needs and requirements.		(0.07)
 Described the approach to completing required objective specified with Scope of Work. In addition, provided an approach structured to ensur following: 		
 Quality performance; 		
 Cost control and ability to complete the project within scope, sche and budget; 	edule,	
 Responsiveness to County staff and project requirements; and 		
 Coordination between Respondent and County staff. 		
 Method of service delivery 		
 Understanding of the commodities or services to be provided 		
 Outlined sequentially the activities that would be undertaken in completing objective and specified the staff member(s) and/or subcontractor(s) proportion the objective. 		
 Respondent may also propose enhancement or procedural or techninovations to the Scope of Work that do not materially deviate from objectives or required content of the project. 		
General description of the Respondent's (if applicable, the prime Contractor's subcontractor's) financial condition and identified any conditions (e.g., bankrupending litigation, planned office closures, or impending merger) that may in Respondent's ability to complete the full range of services outlined in the Scope of Vertical Contractor's ability to complete the full range of services outlined in the Scope of Vertical Contractor's ability to complete the full range of services outlined in the Scope of Vertical Contractor's subcontractor's prime Contractor's subcontractor's subcontractor's planned office closures, or impending merger) that may in the Scope of Vertical Contractor's subcontractor's planned office closures, or impending merger) that may in the Scope of Vertical Contractor's subcontractor's ability to complete the full range of services outlined in the Scope of Vertical Contractor's subcontractor's	uptcy, mpede	
Name(s) and title of person(s) authorized to bind the Respondent, together with the office address, and telephone number (including area code).	e main	
Any additional relevant information concerning the services offered in this RFP considers important in evaluating its' services.	that it	
oundational Campaign and Related Experience, Understanding of Expertise, d Work Plan		
oposal response demonstrates:		
➤ Brief profile of the Respondent's (if applicable, the prime contractor subcontractor(s)), including the types of services offered; names and titles of print of the Respondent; and names of key personnel who might be assigned to work reto the Foundational Campaign, their roles and experience.	cipals	2
Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liab regard to all work under the contract and scope of work associated with this RFP, includ work performed by subcontractors.		
Respondent's (if applicable, the prime Contractor's and subcontractor's) tecl	hnical in this	

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated ident's ability to meet the qualifications outlined for the Foundational Campaign of Section 2 - Scope of Work). Included the following information for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	•	dditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	Camp	aign and Related Experience, Understanding of Expertise, and Work		
ropos	sal r espo	onse demonstrates:	40	2
>		of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

RFP No. 080-2121801-KC OC PUBLIC WORKS

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		(0-2)
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ident's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
>	Respor Campa	t two (2) projects (highlighting any Public Agency experience) that demonstrate ident's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Experie	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	sal response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	o Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	2
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	tiency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work		
Propos	sal response demonstrates:	_	2
>	Proposal is complete, comprehensive, and well organized.	5	3
>	RFP requirements are addressed and adhered to.		
	Respon	dent Total	1 (

<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Ī	Weights:	Score:	Excellent	5
	Each avaluation suitaria are aixan a managet waight based	Scores ranging from	Above Average	4
	the evaluation criteria are given a percent weight based the importance to the Scope of Work. Weights range in 5% "low importance" to 30% "high importance"	0 "Unacceptable" to	Average	3
		5 "Excellent" are given for each criterion as follows:	Below Average	2
	with a total weight of 100%.	for each criterion as follows.	Poor	1
			Unacceptable	0

Company Name: S. Groner Associates. Inc. Evaluator Number: 3 Date: 4-5-22

-14		CRITERIA	WEIGHT	SCORE (0-5)
Progre Plan	ammati	c and Related Experience, Understanding of Expertise and Work		
Propos	sal respo	onse demonstrates:		
>	subcon organiz numbe	profile of the Respondent's (if applicable, the prime contractor and stractor(s)), including the types of services offered; year founded; form of the zation (corporation, partnership, sole proprietorship); size and location of offices; of employees; names and titles of principals of the Respondent; and names of resonnel who might be assigned to the project, their roles and experience.		
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical ise and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.		
>	Respoi Experi	at two (2) projects (highlighting any Public Agency experience) that demonstrated indent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following ation for each project:	15	4
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		

	CRITERIA	WEIGHT	SCORI (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		10-01
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	lational Campaign and Related Experience, Understanding of Expertise, ork Plan		
ropos	al response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	4
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

RFP No. 080-2121801-KC

OC PUBLIC WORKS

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated ident's ability to meet the qualifications outlined for the Foundational Campaign o Section 2 - Scope of Work). Included the following information for each project:		(0-3)
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	-	Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
ction lan	Camp	aign and Related Experience, Understanding of Expertise, and Work		
ropos	sal resno	onse demonstrates:	40	4
•	Profile	of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

			CRITERIA	WEIGHT	SCORE (0-5)
			spondent; and names of key personnel who might be assigned to work related to ion Campaigns, their roles and experience.		(0-3)
	reg	gard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	ex	perti	ident's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this r the Action Campaigns.		
>	Re Ca	spor mpa	t two (2) projects (highlighting any Public Agency experience) that demonstrate ident's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following action for each project:		
		0	Project description and location;		
		0	Description of services provided;		
		0	Total cost of services provided;		
		0	Budget performance;		
		0	Schedule performance;		
		0	Consultants utilized;		
		0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Ex	perie	arrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's randing of County's needs and requirements.		
		0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
			 Quality performance; 		
			 Cost control and ability to complete the project within scope, schedule, and budget; 		
			 Responsiveness to County staff and project requirements; and 		
			 Coordination between Respondent and County staff. 		
			Method of service delivery		
			 Understanding of the commodities or services to be provided 		
		0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
		0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	al response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	o Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	5
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	iency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work		
Propos	ral response demonstrates:		4
>	Proposal is complete, comprehensive, and well organized.	5	4
>	RFP requirements are addressed and adhered to.		
	Resnon	dent Total	2

<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance"	0.677	Average	3
		Below Average	2
with a total weight of 100%.		Poor	1
		Unacceptable	0

Company Name: <u>Action Research</u> Evaluator Number: <u>4</u> Date: <u>4-5-22</u>

	CRITERIA	WEIGHT	SCORE (0-5)	
Programma Plan	Programmatic and Related Experience, Understanding of Expertise and Work			
Proposal resp	Proposal response demonstrates:			
subco organ numb	profile of the Respondent's (if applicable, the prime contractor and intractor(s)), including the types of services offered; year founded; form of the ization (corporation, partnership, sole proprietorship); size and location of offices; er of employees; names and titles of principals of the Respondent; and names of ersonnel who might be assigned to the project, their roles and experience.			
regard	Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in It to all work under the contract and scope of work associated with this RFP, including all performed by subcontractors.			
exper	ondent's (if applicable, the prime contractor's and subcontractor's) technical tise and experience in performing work of a similar nature to that solicited in this applicable to 'Programmatic Experience'.			
Respo Expe	ast two (2) projects (highlighting any Public Agency experience) that demonstrated ondent's qualifications to accomplish the services outlined for 'Programmatic rience' (refer to Section II, Subsection 1, "Scope of Work"). Included the following mation for each project:	15		
0	Project description and location;			
0	Description of services provided;			
0	Total cost of services provided;			
0	Budget performance;			
0	Schedule performance;			
0	Consultants utilized;			
0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").			

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		(= -)
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	lational Campaign and Related Experience, Understanding of Expertise, ork Plan		4
Propos	al response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

File: 2121801

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated adent's ability to meet the qualifications outlined for the Foundational Campaign o Section 2 - Scope of Work). Included the following information for each project:		(0-3)
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	•	Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	Camp	aign and Related Experience, Understanding of Expertise, and Work		5
Propos	al resna	nse demonstrates:	40	
_	Profile	of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		(3.2)
	regard	Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all performed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
>	Respon Campa	at two (2) projects (highlighting any Public Agency experience) that demonstrate indent's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

RFP No. 080-2121801-KC

OC PUBLIC WORKS

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		<u>5</u>
Propos	sal response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	 Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and 		
	O Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	iency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work		<u>5</u>
Propos	sal response demonstrates:	5	
>	Proposal is complete, comprehensive, and well organized.	5	
>	RFP requirements are addressed and adhered to.		
	Resnon	dent Total	24

<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Food analystica suitario and sirven a necessit maight based	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance"	5 "Excellent" are given for each criterion as follows:	Below Average	2
with a total weight of 100%.	for each effiction as follows.	Poor	1
		Unacceptable	0

Company Name: <u>Dean & Associates DBA Poseidon Education</u> Evaluator Number: <u>4</u> Date: <u>4-5-22</u>

	CRITERIA	WEIGHT	SCORE (0-5)	
Progra Plan	ummatic and Related Experience, Understanding of Expertise and Work		2	
Propos	Proposal response demonstrates:			
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; year founded; form of the organization (corporation, partnership, sole proprietorship); size and location of offices; number of employees; names and titles of principals of the Respondent; and names of key personnel who might be assigned to the project, their roles and experience.			
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.			
>	Respondent's (if applicable, the prime contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP applicable to 'Programmatic Experience'.			
>	At least two (2) projects (highlighting any Public Agency experience) that demonstrated Respondent's qualifications to accomplish the services outlined for 'Programmatic Experience' (refer to Section II, Subsection 1, "Scope of Work"). Included the following information for each project:	15		
	 Project description and location; 			
	 Description of services provided; 			
	 Total cost of services provided; 			
	o Budget performance;			
	 Schedule performance; 			
	o Consultants utilized;			
	 Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing"). 			

File: 2121801

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		(00)
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	dational Campaign and Related Experience, Understanding of Expertise, Fork Plan		1
Propos	sal response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated adent's ability to meet the qualifications outlined for the Foundational Campaign o Section 2 - Scope of Work). Included the following information for each project:		(0-3)
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	•	Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	Camp	aign and Related Experience, Understanding of Expertise, and Work		1
Propos	al respo	nse demonstrates:	40	
_	Profile	of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		(3.2)
	regard	Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all performed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
>	Respon Campa	at two (2) projects (highlighting any Public Agency experience) that demonstrate indent's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

CRITERIA	WEIGHT	SCORE (0-5)
Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Contractor Key Personnel and Proposed Staffing		1
sal response demonstrates:		
Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
o Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and		
o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	
Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
		2
sal response demonstrates:	F	
Proposal is complete, comprehensive, and well organized.	3	
RFP requirements are addressed and adhered to.		
	 dent Total	
	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services. **Contractor Key Personnel and Proposed Staffing** **sal response demonstrates:* Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: Oldentified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and Oldentified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal. Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described. Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff. **Eiency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work** **Sal response demonstrates:** Proposal is complete, comprehensive, and well organized.	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services. **Contractor Key Personnel and Proposed Staffing** **sal response demonstrates:* Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: O Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and O Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal. Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff members as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described. Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff. Sciency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work Scal response demonstrates: Proposal is complete, comprehensive, and well organized.

<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each analystica suitaris are siven a newsant weight based	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance"	5 "Excellent" are given for each criterion as follows:	Below Average	2
with a total weight of 100%.	for each effiction as follows.	Poor	1
		Unacceptable	0

Company Name: S. Groner Associates, Inc. Evaluator Number: 4 Date: 4-5-22

	CRITERIA	WEIGHT	SCORE (0-5)	
Programmatic and Re Plan	lated Experience, Understanding of Expertise and Work		5	
Proposal response demo	Proposal response demonstrates:			
subcontractor(s); organization (con number of emplo	of the Respondent's (if applicable, the prime contractor and o, including the types of services offered; year founded; form of the rporation, partnership, sole proprietorship); size and location of offices; byees; names and titles of principals of the Respondent; and names of the might be assigned to the project, their roles and experience.			
	ontractors shall in no way reduce or mitigate the prime contractor's liability in under the contract and scope of work associated with this RFP, including all subcontractors.			
expertise and exp	f applicable, the prime contractor's and subcontractor's) technical perience in performing work of a similar nature to that solicited in this o 'Programmatic Experience'.			
Respondent's qu	projects (highlighting any Public Agency experience) that demonstrated palifications to accomplish the services outlined for 'Programmatic er to Section II, Subsection 1, "Scope of Work"). Included the following each project:	15		
o Project d	lescription and location;			
 Descript 	ion of services provided;			
o Total cos	st of services provided;			
 Budget p 	performance;			
o Schedule	e performance;			
 Consulta 	ants utilized;			
in Section	sonnel utilized (must be same staff as proposed to provide these services on II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key el and Proposed Staffing").			

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		(00)
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	dational Campaign and Related Experience, Understanding of Expertise, Fork Plan		4
Propos	sal response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated adent's ability to meet the qualifications outlined for the Foundational Campaign o Section 2 - Scope of Work). Included the following information for each project:		(0-3)
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	•	Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	Camp	aign and Related Experience, Understanding of Expertise, and Work		4
Propos	al respo	nse demonstrates:	40	
_	Profile	of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		(0 0)
	regard	Ise of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
>	Respon Campa	t two (2) projects (highlighting any Public Agency experience) that demonstrate indent's qualifications to accomplish the services outlined for the Action igns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		Quality performance;		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

	CRITERIA	WEIGHT	SCORE (0-5)
A	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		<u>5</u>
Propos	sal response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	 Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and 		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	iency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work		<u>5</u>
Propos	sal response demonstrates:	5	
>	Proposal is complete, comprehensive, and well organized.	5	
>	RFP requirements are addressed and adhered to.		
	Respon	dent Total	23

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each evaluation criteria are given a percent weight based	Scores ranging from	Above Average	4
on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance"	5 "Excellent" are given for each criterion as follows:	Below Average	2
with a total weight of 100%.	for each efficient as follows.	Poor	1
		Unacceptable	0

Company Name: <u>Action Research</u> Evaluator Number: <u>5</u> Date: <u>II March 2022</u>

CRITERIA	WEIGHT	SCORE (0-5)
rogrammatic and Related Experience, Understanding of Expertise and Work		(o z)
roposal response demonstrates:		
➤ Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; year founded; form of the organization (corporation, partnership, sole proprietorship); size and location of offices; number of employees; names and titles of principals of the Respondent; and names of key personnel who might be assigned to the project, their roles and experience.		
Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
➤ Respondent's (if applicable, the prime contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP applicable to 'Programmatic Experience'.		
➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrated Respondent's qualifications to accomplish the services outlined for 'Programmatic Experience' (refer to Section II, Subsection 1, "Scope of Work"). Included the following information for each project:	15	3
 Project description and location; 		
 Description of services provided; 		
 Total cost of services provided; 		
o Budget performance;		
o Schedule performance;		
o Consultants utilized;		
 Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing"). 		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		(C.Z.)
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 	í	
	Quality performance;		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 	ľ	
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 	28	
P	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
~	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	lational Campaign and Related Experience, Understanding of Expertise.		
Propos	al response demonstrates:	Ì	
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	two (2) projects (highlighting any Public Agency experience) that demonstrated dent's ability to meet the qualifications outlined for the Foundational Campaign Section 2 - Scope of Work). Included the following information for each project:		(0.0)
	0	Project description and location;		
	0	Description of services provided;	(4)	
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").	¥	
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's randing of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		5
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 	× .	
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 	1.	
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	-	Iditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		v
Action Plan	n Camp	aign and Related Experience, Understanding of Expertise, and Work		
Propos	sal respo	onse demonstrates:	40	
>		of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ng the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		(0.5)
	regard	lse of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		E
>	expert	ndent's (if applicable, the prime contractor's and subcontractor's) technical ise and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.	8	
>	Respon Campa	st two (2) projects (highlighting any Public Agency experience) that demonstrate indent's qualifications to accomplish the services outlined for the Action aigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		ľ
	0	Total cost of services provided;		61
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		4
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		1
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 	-	
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

RFP No. 080-2121801-KC

OC PUBLIC WORKS

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	al response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	 Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and 		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	5
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	iency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work		
Propos	sal response demonstrates:	6	
	Proposal is complete, comprehensive, and well organized.	5	7
>	RFP requirements are addressed and adhered to.		
	Respon	ndent Total	24

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

	Weights:	Score:	Excellent	5
	For home location on the sign of the sign	Scores ranging from	Above Average	4
- 1	Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range	0 "Unacceptable" to	Average	3
- 1	from 5% "low importance" to 30% "high importance" with a total weight of 100%.	5 "Excellent" are given for each criterion as follows:	Below Average	2
		for each criterion as follows.	Poor	1
			Unacceptable	0

Company Name: Dean & Associates DBA Poseidon Education Evaluator Number: 5 Date: 11 March 2022

		CRITERIA	WEIGHT	SCORE (0-5)
Progr Plan	ammati	c and Related Experience, Understanding of Expertise and Work		
Propo.	sal respo	onse demonstrates:		
>	subcon organiz numbe	profile of the Respondent's (if applicable, the prime contractor and tractor(s)), including the types of services offered; year founded; form of the zation (corporation, partnership, sole proprietorship); size and location of offices; r of employees; names and titles of principals of the Respondent; and names of rsonnel who might be assigned to the project, their roles and experience.		
	regard	lse of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.		
>	Respoi Experi	at two (2) projects (highlighting any Public Agency experience) that demonstrated adent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following ation for each project:	15	3
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 		
	 Responsiveness to County staff and project requirements; and 		
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 	Ø.	
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 	-	
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		,
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	lational Campaign and Related Experience, Understanding of Expertise, ork Plan		
Propos	al response demonstrates:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	1
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.		_
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respor	t two (2) projects (highlighting any Public Agency experience) that demonstrated dent's ability to meet the qualifications outlined for the Foundational Campaign of Section 2 - Scope of Work). Included the following information for each project:		Ç
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;	Š	
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 	ž.	
		 Cost control and ability to complete the project within scope, schedule, and budget; 	s;	
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.	N	
>	•	dditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.		
Action Plan	n Camp	aign and Related Experience, Understanding of Expertise, and Work		
Propos	sal respo	onse demonstrates:	40	
>		of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ing the types of services offered; year founded; names and titles of principals of		

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		
	regard	lse of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	expert	ndent's (if applicable, the prime contractor's and subcontractor's) technical ise and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		£
>	Respondance Campa	st two (2) projects (highlighting any Public Agency experience) that demonstrate adent's qualifications to accomplish the services outlined for the Action aigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;	3	
	0	Schedule performance;		
	0	Consultants utilized;		2
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").	ä	_
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	0	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	al response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	 Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and 		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	2
A	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
A	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	ciency of Response and Degree of Compliance with County Model Contract s and Conditions, and Scope of Work		3
Propo	sal response demonstrates:	5	
>	Proposal is complete, comprehensive, and well organized.	3	
>	RFP requirements are addressed and adhered to.		
	Respon	ndent Total	12

<u>Evaluation Scoring Sheet – Written Component</u>

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
For house desired and single services and services are services and services and services are services are services and services are se	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight bas on the importance to the Scope of Work. Weights ran	ge 0 "Unacceptable" to	Average	3
from 5% "low importance" to 30% "high importance"		Below Average	2
with a total weight of 100%.	lor each effection as follows.	Poor	1
		Unacceptable	0

Company Name: S. Groner Associates. Inc. Evaluator Number: 5 Date: 1 March 20 22

		CRITERIA	WEIGHT	SCORE (0-5)
Progra Plan	ammati	c and Related Experience, Understanding of Expertise and Work		
Propos	al respo	onse demonstrates:		
>	subcon organiz numbe	profile of the Respondent's (if applicable, the prime contractor and tractor(s)), including the types of services offered; year founded; form of the zation (corporation, partnership, sole proprietorship); size and location of offices; r of employees; names and titles of principals of the Respondent; and names of rsonnel who might be assigned to the project, their roles and experience.		
	regard	lse of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ndent's (if applicable, the prime contractor's and subcontractor's) technical se and experience in performing work of a similar nature to that solicited in this oplicable to 'Programmatic Experience'.		5
>	Respoi Experi	at two (2) projects (highlighting any Public Agency experience) that demonstrated indent's qualifications to accomplish the services outlined for 'Programmatic ence' (refer to Section II, Subsection 1, "Scope of Work"). Included the following ation for each project:	15	
	0	Project description and location;		
	0	Description of services provided;		
	0	Total cost of services provided;		
	0	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Subsection 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		

	CRITERIA	WEIGHT	SCORE (0-5)
>	Brief narrative Work Plan that addressed the services noted in the 'Programmatic Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements.		
	 Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: 		
	 Quality performance; 		
	 Cost control and ability to complete the project within scope, schedule, and budget; 	o	
	 Responsiveness to County staff and project requirements; and 	1.5	
	 Coordination between Respondent and County staff. 		
	 Method of service delivery 		
	 Understanding of the commodities or services to be provided 		
	 Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective. 		#0
	 Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. 		
>	General description of the Respondent's (if applicable, the prime Contractor's and subcontractor's) financial condition and identified any conditions (e.g., bankruptcy, pending litigation, planned office closures, or impending merger) that may impede Respondent's ability to complete the full range of services outlined in the Scope of Work.		
>	Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).		
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
	lational Campaign and Related Experience, Understanding of Expertise, York Plan		
Propos	al response demonstr a tes:		
>	Brief profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the types of services offered; names and titles of principals of the Respondent; and names of key personnel who might be assigned to work related to the Foundational Campaign, their roles and experience.	10	
	Note: Use of subcontractors shall in no way reduce or mitigate the prime contractor's liability in regard to all work under the contract and scope of work associated with this RFP, including all work performed by subcontractors.	. .	
>	Respondent's (if applicable, the prime Contractor's and subcontractor's) technical expertise and experience in performing work of a similar nature to that solicited in this RFP regarding the Foundational Campaign.		

OC PUBLIC WORKS

		CRITERIA	WEIGHT	SCORE (0-5)
>	Respon	t two (2) projects (highlighting any Public Agency experience) that demonstrated dent's ability to meet the qualifications outlined for the Foundational Campaign of Section 2 - Scope of Work). Included the following information for each project:		χο c ,
	0	Project description and location;)	
	0	Description of services provided;		
	0	Total cost of services provided;	H	
	C	Budget performance;		
	0	Schedule performance;		
	0	Consultants utilized;		
	0	Key Personnel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Paragraph D "Prime Contractor Key Personnel and Proposed Staffing").		
>	Campa	narrative Work Plan that addresses the services noted in the 'Foundational ign Experience' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
	o	Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:		1.
		 Quality performance; 		4
		 Cost control and ability to complete the project within scope, schedule, and budget; 		•
		 Responsiveness to County staff and project requirements; and 		
		 Coordination between Respondent and County staff. 		
		 Method of service delivery 		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specified the staff member(s) and/or subcontractor(s) proposed to perform the objective.		
	0	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		
>	•	dditional relevant information concerning the services offered in this RFP that it ers important to evaluating its services.	İ	
lction Van	Camp	aign and Related Experience, Understanding of Expertise, and Work		
ropos	al respo	onse demonstrates:	40	
>	Profile	of the Respondent's (if applicable, the prime contractor and subcontractor(s)), ingthe types of services offered; yearfounded; names and titles of puicipal sof		

OC PUBLIC WORKS

		CRITERIA	WEIGHT	SCORE (0-5)
		spondent; and names of key personnel who might be assigned to work related to tion Campaigns, their roles and experience.		0.07
	regard	lse of subcontractors shall in no way reduce or mitigate the prime contractor's liability in to all work under the contract and scope of work associated with this RFP, including all erformed by subcontractors.		
>	experti	ident's (if applicable, the prime contractor's and subcontractor's) technical is and experience in performing work of a similar nature to that solicited in this or the Action Campaigns.		
A	Respon Campa	st two (2) projects (highlighting any Public Agency experience) that demonstrate indent's qualifications to accomplish the services outlined for the Action aigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following ation for each project:		÷.
	0	Preject description and location;		Ē.
	0	Description of services provided;		
	0	Total cost of services provided;	ti. ·	
	0	Budget performance;		k.
	c	Schedule performance;		
	O	Consultants utilized;		A
	0	Key Persennel utilized (must be same staff as proposed to provide these services in Section II, Sub-Section 2, Part 2, Section D, "Prime Contractor Key Personnel and Proposed Staffing").		4
>	Experi	narrative Work Plan that addresses the services noted in the 'Action Campaign ence' section of the Scope of Work and demonstrated the Respondent's tanding of County's needs and requirements.		
0	О	Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the fellowing:		
		 Quality performance; 		
		 Cost control and ability to complete the project within scope, schedule, and budget; 		
		 Responsiveness to County staff and project requirements; and 	1	
		 Coordination between Respondent and County staff. 		
		Method of service delivery		
		 Understanding of the commodities or services to be provided 		
	0	Outlined sequentially the activities that would be undertaken in completing the objective and specify the staff member(s) and/or subcontractor(s) proposed to perform the objective.		v
	٥	Respondent may also propose enhancement or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.		

OC PUBLIC WORKS

	CRITERIA	WEIGHT	SCORE (0-5)
>	Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.		
Prime	Contractor Key Personnel and Proposed Staffing		
Propos	al response demonstrates:		
>	Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto:		
	o Identified key staff members proposed to perform Services and included qualifications for performing work in line with CBSM principles including but not limited to educational background, specialized training, and years of experience. Key staff members shall be identified, at a minimum, for the Project Manager; and		
	o Identified subcontractors (if known currently) that will be assigned to perform services listed in the Scope of Work, by company name, address, contact person, telephone number and project function. Listed the specific services that Contractor will be sub-contracting including the assigned sub-contractors and their applicable experience. Although this information is required if subcontractors will be used, their applicable experience will not be included in the scoring of the proposal.	30	5
>	Furnished qualifications and experience for all proposed key staff members, including subcontractor staff. Described the specific experience of each staff member as it relates to some or all of the knowledge and experience requirements needed for the Services as described within the Scope of Work and the example projects previously described.		
>	Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.		
	iency of Response and Degree of Compliance with County Model Contract and Conditions, and Scope of Work		
Propo	sal response demonstrates:	5	_
>	Proposal is complete, comprehensive, and well organized.	3	2
>	RFP requirements are addressed and adhered to.		
	Doom	dent Total	23

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each applyation oritoric are given a more out weight haved	Scores ranging from	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance"	0 "Unacceptable" to	Average	3
		Below Average	2
with a total weight of 100%.		Poor	1
		Unacceptable	0

Company Name: Action Research Evaluator Number: _____ Date: ____4-19-2022

CRITERIA	WEIGHT	SCORE (0-5)
Question 1		
➤ CBSM draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County.	40	5
Question 2		
Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents?	40	4
Puestion 3 The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Who is the project manager and what is their approach to working with a diverse group of stakeholders? How will the project manager balance program workload, technical accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20	5
	ndent Total	C. A
2.63-po		14

$\frac{Evaluation\ Scoring\ Sheet-Interview/Presentation}{RFP\ No.\ 080-2121801\text{-}KC}$

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each evaluation evitoric are given a newcont weight based	0 "Unacceptable" to	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance"		Average	3
		Below Average	2
with a total weight of 100%.		Poor	1
		Unacceptable	0

Company Name: <u>Action Research</u> Evaluator Number: <u>2</u> Date: 4-19-2022

	CRITERIA	WEIGHT	SCORE (0-5)
Questi	ion 1		
	CBSM draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County.	40	5
Questi	ion 2		
>	Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents?	40	4
Quest	ion 3		
>	The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Who is the project manager and what is their approach to working with a diverse group of stakeholders? How will the project manager balance program workload, technical accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20	5
-	Respon	dent Total	14

$\underline{Evaluation\ Scoring\ Sheet-Interview/Presentation}$

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

	Weights:	Score:	Excellent	5
	Each analystica suitonis and aircan a manager variable hand	Scores ranging from	Above Average	4
- 1	Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance" with a total weight of 100%.	0.677	Average	3
			Below Average	2
			Poor	1
			Unacceptable	0

Company Name: Action Research Evaluator Number: ______ Date: _____4-19-2022

CRIT	TERIA	WEIGHT	SCORE (0-5)
Question 1			
promote behavior change are often me community level and involve direct cor CBSM best practices in your approach	cial psychology which indicates that initiatives to lost effective when they are carried out at the latact with people. How do you stay current with to a culturally diverse urban county of 3 million of recent advances in CBSM and how these may	40	5
Question 2			
target audience with the goal of effecting quality. With bacteria as the focus of consider to ensure (a) behavior change in the consideration of the conside	implemented on a smaller scale appropriate to the ing behavior change and thereby improving water an action campaign, what would you need to its sufficiently documented; (b) paired measurable integration with the foundational campaign to ment of Orange County's residents?	40	3
program elements including advertising is the project manager and what is the stakeholders? How will the project in	nunicipal partners and is comprised of multiple g, social media, events, and school outreach. Who eir approach to working with a diverse group of manager balance program workload, technical ence with the CBSM approach while satisfying a	20	4
	Respon	dent Total	12

<u>Evaluation Scoring Sheet – Interview/Presentation</u> RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each applyation suitania and airean a nament proiabt hazad	ge 0 "Unacceptable" to	Above Average	4
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance"		Average	3
		Below Average	2
with a total weight of 100%.		Poor	1
		Unacceptable	0

Company Name: Action Research Evaluator Number: ______ Date: _____4-19-2022

	CRITERIA	WEIGHT	SCORE (0-5)
Questi	ion 1		
>	CBSM draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County.	40	5
Questi	ion 2		
>	Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents?	40	4
Questi	ion 3		
>	The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Who is the project manager and what is their approach to working with a diverse group of stakeholders? How will the project manager balance program workload, technical accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20	5
	Respon	dent Total	111

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each analystica suitaris are since a manager weight board	Scores ranging from	Above Average	4
on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance"	0 "Unacceptable" to	Average	3
		Below Average	2
		Poor	1
		Unacceptable	0

Company Name: <u>Action Research</u> Evaluator Number: <u>5</u> Date: <u>4-19-2022</u>

CRITERIA	WEIGHT	SCORE (0-5)
Question 1		
> CBSM draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County.	40	5
Question 2		
Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents?	40	4
Question 3		
The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Who is the project manager and what is their approach to working with a diverse group of stakeholders? How will the project manager balance program workload, technical accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20	5
Respondent Total		14

File: 2121801

Attachment E

 $\frac{Evaluation\ Scoring\ Sheet-Interview/Presentation}{RFP\ No.\ 080-2121801\text{-}KC}$

OC PUBLIC WORKS

Ì	Weights:	Score:	Excellent	5
	Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range	Scores ranging from	Above Average	4
		0 "Unacceptable" to	Average	3
	from 5% "low importance" to 30% "high importance"	nportance" to 30% "high importance" 5 "Excellent" are given	Below Average	2
	with a total weight of 100%.		Poor	1
			Unacceptable	0

Company Name:	S. Groner Associates, Inc.	Evaluator Number:	Date:	4-19-2022
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	CRITERIA	WEIGHT	SCORE (0-5)
Questi	ion 1		
>	CBSM draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County.	40	4
Questi	ion 2		
>	Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents?	40	3
Questi	ion 3		
>	The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Who is the project manager and what is their approach to working with a diverse group of stakeholders? How will the project manager balance program workload, technical accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20	5
	Respon	dent Total	17

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

	Weights:	Score:	Excellent	5
	on the importance to the Scope of Work. Weights range	Scores ranging from	Above Average	4
		0 "Unacceptable" to	Average	3
		5 "Excellent" are given for each criterion as follows:	Below Average	2
			Poor	1
			Unacceptable	0

Company Name: S. Groner Associates, Inc. Evaluator Number: ______ Date: ____4-19-2022

	CRITERIA	WEIGHT	SCORE (0-5)
Quest	ion 1		
A	CBSM draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County.	40	Ч
Quest	ion 2		
>	Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents?	40	4
Quest	ion 3		
>	The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Who is the project manager and what is their approach to working with a diverse group of stakeholders? How will the project manager balance program workload, technical accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20	5
	Respon	dent Total	[3

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance" with a total weight of 100%.	Scores ranging from 0 "Unacceptable" to 5 "Excellent" are given for each criterion as follows:	Above Average	4
		Average	3
		Below Average	2
		Poor	1
		Unacceptable	0

Company Name: S. Groner Associates, Inc. Evaluator Number: ______ Date: _____4-19-2022

CRITERIA	WEIGHT	SCORE (0-5)
Question 1 ➤ CBSM draws heavily on research in social psychology which indicates that initiatives to		
promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County.	40	4
Question 2		
Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents?	40	3
Question 3		
The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Who is the project manager and what is their approach to working with a diverse group of stakeholders? How will the project manager balance program workload, technical accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20	4
Respon	ident Total	

RFP No. 080-2121801-KC OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance" with a total weight of 100%.	Scores ranging from	Above Average	4
	0 "Unacceptable" to	Average	3
		Below Average	2
	for each efficient as follows.	Poor	1
		Unacceptable	0

Company Name: S. Groner Associates, Inc. Evaluator Number: Date: 4-19-2022

CRITERIA	WEIGHT	SCORE (0-5)
 CBSM draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County. 	40	4
 Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents? 	40	4
Question 3 The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Whe is the project manager and what is their approach to working with a diverse group o stakeholders? How will the project manager balance program workload, technica accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20 1	5
Respe	ondent Total	13

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Weights:	Score:	Excellent	5
Each evaluation criteria are given a percent weight based on the importance to the Scope of Work. Weights range from 5% "low importance" to 30% "high importance" with a total weight of 100%. Scores ranging from 0 "Unacceptable" to 5 "Excellent" are given for each criterion as follows.	Scores ranging from	Above Average	4
	0 "Unacceptable" to	Average	3
		Below Average	2
		Poor	1
		Unacceptable	0

Company Name: S. Groner Associates, Inc. Evaluator Number: ___5_ Date: __4-19-2022

CRITERIA	WEIGHT	SCORE (0-5)
 CBSM draws heavily on research in social psychology which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people. How do you stay current with CBSM best practices in your approach to a culturally diverse urban county of 3 million residents? Provide up to two examples of recent advances in CBSM and how these may be beneficial to Orange County. 	40	4
 Question 2 Action Campaigns are intended to be implemented on a smaller scale appropriate to the target audience with the goal of effecting behavior change and thereby improving water quality. With bacteria as the focus of an action campaign, what would you need to consider to ensure (a) behavior change is sufficiently documented; (b) paired measurable water quality improvements; and (c) integration with the foundational campaign to maximize reach and long-term engagement of Orange County's residents? 	40	4
Question 3 The OC Stormwater Program has 36 municipal partners and is comprised of multiple program elements including advertising, social media, events, and school outreach. Who is the project manager and what is their approach to working with a diverse group of stakeholders? How will the project manager balance program workload, technical accuracy, quality assurance, and adherence with the CBSM approach while satisfying a variety of partner needs?	20	5
Respondent Total		13

File: 2121801