

Evaluation Scoring Sheet – Written Component**Attachment E**

RFP No. 080-2121801-KC

OC PUBLIC WORKS

**Stormwater Education and Behavior Change Support Services**

|   |   |           |   |               |   |         |   |               |   |      |   |              |   |
|---|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b><u>Weights:</u></b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent   | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average   | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average   | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average   | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor  | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable  | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: Action ResearchEvaluator Number: 1Date: 4-5-22

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 5              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     |                |

Evaluation Scoring Sheet – Written Component**Attachment E**

RFP No. 080-2121801-KC

OC PUBLIC WORKS

**Stormwater Education and Behavior Change Support Services**

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:               <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        | 5              |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        | 4              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 5              |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 5              |
| <b>Respondent Total</b>   |        | <b>24</b>      |

# Evaluation Scoring Sheet – Written Component

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr> <td>Excellent</td><td>5</td></tr> <tr> <td>Above Average</td><td>4</td></tr> <tr> <td>Average</td><td>3</td></tr> <tr> <td>Below Average</td><td>2</td></tr> <tr> <td>Poor</td><td>1</td></tr> <tr> <td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
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| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

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

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 2              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     | 1              |

Evaluation Scoring Sheet – Written Component**Attachment E**

RFP No. 080-2121801-KC

OC PUBLIC WORKS

**Stormwater Education and Behavior Change Support Services**

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:               <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     | 1              |



| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        |                |

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| <p><b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 2              |
| <p><b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 2              |
| <b>Respondent Total</b>  |        | <b>8</b>       |

# Evaluation Scoring Sheet – Written Component

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

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| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: S. Groner Associates, Inc.

Evaluator Number: 1

Date: 4-5-22

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 5              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     |                |

Evaluation Scoring Sheet – Written Component**Attachment E**

RFP No. 080-2121801-KC

OC PUBLIC WORKS

**Stormwater Education and Behavior Change Support Services**

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:               <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        | 5              |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        | 3              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | <u>5</u>       |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | <u>4</u>       |
| <b>Respondent Total</b>   |        | <b>22</b>      |

Evaluation Scoring Sheet – Written Component**Attachment E**

RFP NO. 080-2121801-KC

OC PUBLIC WORKS

**Stormwater Education and Behavior Change Support Services**

|  |  |               |   |
|--|--|---------------|---|
| <b><u>Weights:</u></b>   | <b>Score:</b>  | 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: Action ResearchEvaluator Number: 2Date: 3/14/2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 4              |
|  |        |                |



| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:               <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        | 4              |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        | 4              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 5              |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 5              |
| <b>Respondent Total</b>   |        | 22             |
| <b>Total Possible</b>   |        | 100%           |

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr> <td>Excellent</td><td>5</td></tr> <tr> <td>Above Average</td><td>4</td></tr> <tr> <td>Average</td><td>3</td></tr> <tr> <td>Below Average</td><td>2</td></tr> <tr> <td>Poor</td><td>1</td></tr> <tr> <td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

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

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 2              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:                             <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        | 2              |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        | 2              |



| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.</li> </ul>   |        |                |
| <p><b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 2              |
| <p><b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 2              |
| <b>Respondent Total</b>  |        | 10             |
| <b>Total Possible</b>  |        | 100%           |

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> <table> <tr> <td>Excellent</td><td>5</td></tr> <tr> <td>Above Average</td><td>4</td></tr> <tr> <td>Average</td><td>3</td></tr> <tr> <td>Below Average</td><td>2</td></tr> <tr> <td>Poor</td><td>1</td></tr> <tr> <td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: S. Groner Associates, Inc.

Evaluator Number: 2

Date: 3/10/2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 4              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        | 5              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:               <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     | 4              |

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.</li> </ul>   |        |                |
| <p><b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 5              |
| <p><b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 4              |
| <b>Respondent Total</b>  |        | 22             |

|   |   |               |   |
|---|---|---------------|---|
| <b>Weights:</b><br><br>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%. | <b>Score:</b><br><br>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows: | Excellent     | 5 |
|   |   | Above Average | 4 |
|   |   | Average       | 3 |
|   |   | Below Average | 2 |
|   |   | Poor          | 1 |
|   |   | Unacceptable  | 0 |

Company Name: Action ResearchEvaluator Number: 3Date: 4-5-22

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 4              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     | 4              |



| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:               <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     | 5              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 5              |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 5              |
| <b>Respondent Total</b>   |        | <b>23</b>      |

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

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

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 2              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     | 2              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:                             <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     | 2              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 2              |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 3              |
| <b>Respondent Total</b>   |        | <b>11</b>      |



|   |   |           |   |               |   |         |   |               |   |      |   |              |   |
|---|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b><u>Weights:</u></b></p> <p>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%.</p> | <p><b>Score:</b></p> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> <table> <tr> <td>Excellent</td><td>5</td></tr> <tr> <td>Above Average</td><td>4</td></tr> <tr> <td>Average</td><td>3</td></tr> <tr> <td>Below Average</td><td>2</td></tr> <tr> <td>Poor</td><td>1</td></tr> <tr> <td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent   | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average   | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average   | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average   | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor  | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable  | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

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

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 4              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     | 4              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:               <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     | 4              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 5              |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 4              |
| <b>Respondent Total</b>   |        | <b>21</b>      |

# Evaluation Scoring Sheet – Written Component

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

|   |   |           |   |               |   |         |   |               |   |      |   |              |   |
|---|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b><u>Weights:</u></b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent   | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average   | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average   | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average   | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor  | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable  | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: Action Research

Evaluator Number: 4

Date: 4-5-22

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 5              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     | 4              |

Evaluation Scoring Sheet – Written Component**Attachment E**

RFP No. 080-2121801-KC

OC PUBLIC WORKS

**Stormwater Education and Behavior Change Support Services**

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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:               <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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.               <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                   <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     | 5              |



| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | <u>5</u>       |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | <u>5</u>       |
| <b>Respondent Total</b>   |        | <b>24</b>      |

# Evaluation Scoring Sheet – Written Component

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

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

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 2              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     | 1              |

# Evaluation Scoring Sheet – Written Component

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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. <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     | <u>1</u>       |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | <u>1</u>       |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | <u>2</u>       |
| <b>Respondent Total</b>   |        | <b>7</b>       |

# Evaluation Scoring Sheet – Written Component

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: S. Groner Associates, Inc.

Evaluator Number: 4

Date: 4-5-22

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 5              |



| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     | 4              |

# Evaluation Scoring Sheet – Written Component

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ 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. <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</li> </ul> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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</li> </ul>  | 40     | <u>4</u>       |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | <u>5</u>       |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | <u>5</u>       |
| <b>Respondent Total</b>   |        | <b>23</b>      |

## Stormwater Education and Behavior Change Support Services

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: Action ResearchEvaluator Number: 5Date: 11 March 2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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'.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> </ul> | 15     | 5              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>➤ 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.</p> <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> <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.</p> <p>Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</p> <p>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.</p> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <p>➤ 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.</p> <p><i>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.</i></p> <p>➤ 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.</p>  | 10     |                |

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p>➤ 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:</p> <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> <p>➤ 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.</p> <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> <p>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</p> |        | 5              |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <p>➤ 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</p>  | 40     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5)                                       |
|---|--------|--|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        | <p style="text-align: center; font-size: 2em;">4</p> |



Evaluation Scoring Sheet – Written Component

RFP NO. 080-2121801-KC

OC PUBLIC WORKS

**Stormwater Education and Behavior Change Support Services**

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.</li> </ul>   |        |                |
| <p><b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 5              |
| <p><b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 5              |
| <b>Respondent Total</b>  |        | <b>24</b>      |

|   |  |           |   |               |   |         |   |               |   |      |   |              |   |
|---|--|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <b>Weights:</b><br><br>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%. | <b>Score:</b><br><br>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows: <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent   | 5  |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average   | 4  |           |   |               |   |         |   |               |   |      |   |              |   |
| Average   | 3  |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average   | 2  |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor  | 1  |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable  | 0  |           |   |               |   |         |   |               |   |      |   |              |   |

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

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 3              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     | 2              |

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p>➤ 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:</p> <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> <p>➤ 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.</p> <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> <p>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</p> |        |                |
| <p><b><i>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <p>➤ 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</p>  | 40     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        | 2              |

Evaluation Scoring Sheet – Written Component

RFP NO. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.  |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 2              |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>   | 5      | 3              |
| <b>Respondent Total</b>   |        | <b>12</b>      |



|  |  |
|--|--|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <p>Excellent 5</p> <p>Above Average 4</p> <p>Average 3</p> <p>Below Average 2</p> <p>Poor 1</p> <p>Unacceptable 0</p> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> |
|--|--|

Company Name: **S. Groner Associates, Inc.**

Evaluator Number: 5

Date: 11 March 2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Programmatic and Related Experience, Understanding of Expertise and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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’.</li> <li>➤ 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: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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”).</li> </ul> </li> </ul> | 15     | 5              |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <ul style="list-style-type: none"> <li>➤ 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.                             <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following:                                     <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Name(s) and title of person(s) authorized to bind the Respondent, together with the main office address, and telephone number (including area code).</li> <li>➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its’ services.</li> </ul> |        |                |
| <p><b><i>Foundational Campaign and Related Experience, Understanding of Expertise, and Work Plan</i></b></p> <p><b><i>Proposal response demonstrates:</i></b></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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.</li> </ul>  | 10     |                |



| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <p>➤ 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:</p> <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> <p>➤ 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.</p> <ul style="list-style-type: none"> <li>○ Described the approach to complete required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> <p>➤ Any additional relevant information concerning the services offered in this RFP that it considers important to evaluating its services.</p> |        | 4              |
| <p><b>Action Campaign and Related Experience, Understanding of Expertise, and Work Plan</b></p> <p><b>Proposal response demonstrates:</b></p> <p>➤ Profile of the Respondent's (if applicable, the prime contractor and subcontractor(s)), including the type of services offered; year founded; names and titles of principal staff</p>   | 40     |                |

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p>the Respondent; and names of key personnel who might be assigned to work related to the Action Campaigns, their roles and experience.</p> <p><i>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.</i></p> <ul style="list-style-type: none"> <li>➤ 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 for the Action Campaigns.</li> <li>➤ At least two (2) projects (highlighting any Public Agency experience) that demonstrate Respondent's qualifications to accomplish the services outlined for the Action Campaigns (refer to Section II, Subsection 1 "Scope of Work"). Included the following information for each project: <ul style="list-style-type: none"> <li>○ Project description and location;</li> <li>○ Description of services provided;</li> <li>○ Total cost of services provided;</li> <li>○ Budget performance;</li> <li>○ Schedule performance;</li> <li>○ Consultants utilized;</li> <li>○ 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").</li> </ul> </li> <li>➤ Brief narrative Work Plan that addresses the services noted in the 'Action Campaign Experience' section of the Scope of Work and demonstrated the Respondent's understanding of County's needs and requirements. <ul style="list-style-type: none"> <li>○ Described the approach to completing required objective specified within the Scope of Work. In addition, provided an approach structured to ensure the following: <ul style="list-style-type: none"> <li>▪ Quality performance;</li> <li>▪ Cost control and ability to complete the project within scope, schedule, and budget;</li> <li>▪ Responsiveness to County staff and project requirements; and</li> <li>▪ Coordination between Respondent and County staff.</li> <li>▪ Method of service delivery</li> <li>▪ Understanding of the commodities or services to be provided</li> </ul> </li> <li>○ 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.</li> <li>○ 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.</li> </ul> </li> </ul> |        | 4              |

Evaluation Scoring Sheet – Written Component

RFP NO. 080-2121801-KC

OC PUBLIC WORKS

**Stormwater Education and Behavior Change Support Services**

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| ➤ Any additional relevant information concerning the services offered in this RFP that it considers important in evaluating its' services.   |        |                |
| <b><i>Prime Contractor Key Personnel and Proposed Staffing</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Completed Attachment C of the Model Contract (included in Section 3 of this Request for Proposals) and submit hereinto: <ul style="list-style-type: none"> <li>○ Identified key staff members proposed to perform Services and included <i>qualifications for performing work</i> 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</li> <li>○ 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.</li> </ul> </li> <li>➤ 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.</li> <li>➤ Project organization chart which clearly delineates communication and reporting relationships among the key staff members and among subcontractor staff.</li> </ul> | 30     | 5              |
| <b><i>Sufficiency of Response and Degree of Compliance with County Model Contract Terms and Conditions, and Scope of Work</i></b><br><br><b><i>Proposal response demonstrates:</i></b> <ul style="list-style-type: none"> <li>➤ Proposal is complete, comprehensive, and well organized.</li> <li>➤ RFP requirements are addressed and adhered to.</li> </ul>  | 5      | 5              |
| <b>Respondent Total</b>  |        | <b>23</b>      |

|   |  |           |   |               |   |         |   |               |   |      |   |              |   |
|---|--|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <b>Weights:</b><br><br>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%. | <b>Score:</b><br><br>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows: <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent   | 5  |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average   | 4  |           |   |               |   |         |   |               |   |      |   |              |   |
| Average   | 3  |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average   | 2  |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor  | 1  |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable  | 0  |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: Action Research Evaluator Number: 1Date: 4-19-2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <b>Question 1</b><br><br>➤ 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              |
| <b>Question 2</b><br><br>➤ 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              |
| <b>Question 3</b><br><br>➤ 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              |
| <b>Respondent Total</b>  |        | 14             |

# Evaluation Scoring Sheet – Interview/Presentation

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

Attachment E

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> <table> <tr> <td>Excellent</td><td>5</td></tr> <tr> <td>Above Average</td><td>4</td></tr> <tr> <td>Average</td><td>3</td></tr> <tr> <td>Below Average</td><td>2</td></tr> <tr> <td>Poor</td><td>1</td></tr> <tr> <td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: Action Research Evaluator Number: 2 Date: 4-19-2022

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p><b>Question 1</b></p> <p>➤ 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.</p>  | 40     | 5              |
| <p><b>Question 2</b></p> <p>➤ 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?</p> | 40     | 4              |
| <p><b>Question 3</b></p> <p>➤ 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?</p>  | 20     | 5              |
| Respondent Total  |        | 14             |

# Evaluation Scoring Sheet – Interview/Presentation

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

|  |  |
|--|--|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <p>Excellent 5</p> <p>Above Average 4</p> <p>Average 3</p> <p>Below Average 2</p> <p>Poor 1</p> <p>Unacceptable 0</p> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> |
|--|--|

Company Name: Action Research Evaluator Number: 3

Date: 4-19-2022

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p><b>Question 1</b></p> <p>➤ 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.</p>  | 40     | 5              |
| <p><b>Question 2</b></p> <p>➤ 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?</p> | 40     | 3              |
| <p><b>Question 3</b></p> <p>➤ 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?</p>  | 20     | 4              |
| <b>Respondent Total</b>   |        | 12             |



|   |  |           |   |               |   |         |   |               |   |      |   |              |   |
|---|--|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <b>Weights:</b><br><br>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%. | <b>Score:</b><br><br>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows: <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent   | 5  |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average   | 4  |           |   |               |   |         |   |               |   |      |   |              |   |
| Average   | 3  |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average   | 2  |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor  | 1  |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable  | 0  |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: Action ResearchEvaluator Number: 4Date: 4-19-2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <b>Question 1</b><br><br>➤ 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              |
| <b>Question 2</b><br><br>➤ 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              |
| <b>Question 3</b><br><br>➤ 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              |
| <b>Respondent Total</b>  |        | 14             |

# Evaluation Scoring Sheet – Interview/Presentation

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

|  |   |           |   |               |   |         |   |               |   |      |   |              |   |
|--|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3   |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2   |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1   |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0   |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: Action Research Evaluator Number: 5

Date: 4-19-2022

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p><b>Question 1</b></p> <p>➤ 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.</p>  | 40     | 5              |
| <p><b>Question 2</b></p> <p>➤ 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?</p> | 40     | 4              |
| <p><b>Question 3</b></p> <p>➤ 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?</p>  | 20     | 5              |
| <b>Respondent Total</b>   |        | <b>14</b>      |



|  |  |           |   |               |   |         |   |               |   |      |   |              |   |
|--|--|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <b>Weights:</b>  | <b>Score:</b>  |           |   |               |   |         |   |               |   |      |   |              |   |
| 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%. | <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5  |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4  |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3  |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2  |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1  |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0  |           |   |               |   |         |   |               |   |      |   |              |   |
| Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:   |  |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: S. Groner Associates, Inc. Evaluator Number: 1Date: 4-19-2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <b>Question 1</b><br>➤ 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              |
| <b>Question 2</b><br>➤ 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              |
| <b>Question 3</b><br>➤ 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              |
| <b>Respondent Total</b>  |        | 12             |

RFP NO. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

|   |  |           |   |               |   |         |   |               |   |      |   |              |   |
|---|--|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <b>Weights:</b><br><br>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%. | <b>Score:</b><br><br>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows: <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent   | 5  |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average   | 4  |           |   |               |   |         |   |               |   |      |   |              |   |
| Average   | 3  |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average   | 2  |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor  | 1  |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable  | 0  |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: S. Groner Associates, Inc. Evaluator Number: 2Date: 4-19-2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <b>Question 1</b><br><br>➤ 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              |
| <b>Question 2</b><br><br>➤ 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              |
| <b>Question 3</b><br><br>➤ 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              |
| <b>Respondent Total</b>  |        | 13             |

|  |  |
|--|--|
| <p><b>Weights:</b></p> <p>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%.</p> | <p><b>Score:</b></p> <p>Excellent 5</p> <p>Above Average 4</p> <p>Average 3</p> <p>Below Average 2</p> <p>Poor 1</p> <p>Unacceptable 0</p> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> |
|--|--|

Company Name: S. Groner Associates, Inc. Evaluator Number: 3Date: 4-19-2022

| CRITERIA  | WEIGHT | SCORE<br>(0-5) |
|---|--------|----------------|
| <p><b>Question 1</b></p> <p>➤ 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.</p>  | 40     | 4              |
| <p><b>Question 2</b></p> <p>➤ 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?</p> | 40     | 3              |
| <p><b>Question 3</b></p> <p>➤ 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?</p>  | 20     | 4              |
| <b>Respondent Total</b>   |        | 11             |

# Evaluation Scoring Sheet – Interview/Presentation

Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

Stormwater Education and Behavior Change Support Services

|  |  |           |   |               |   |         |   |               |   |      |   |              |   |
|--|--|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <b>Weights:</b>  | <b>Score:</b>  |           |   |               |   |         |   |               |   |      |   |              |   |
| 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%. | <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent  | 5  |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average  | 4  |           |   |               |   |         |   |               |   |      |   |              |   |
| Average  | 3  |           |   |               |   |         |   |               |   |      |   |              |   |
| Below Average  | 2  |           |   |               |   |         |   |               |   |      |   |              |   |
| Poor   | 1  |           |   |               |   |         |   |               |   |      |   |              |   |
| Unacceptable   | 0  |           |   |               |   |         |   |               |   |      |   |              |   |
| Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:   |  |           |   |               |   |         |   |               |   |      |   |              |   |

Company Name: S. Groner Associates, Inc. Evaluator Number: 4

Date: 4-19-2022

| CRITERIA   | WEIGHT | SCORE<br>(0-5) |
|--|--------|----------------|
| <b>Question 1</b><br>➤ 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              |
| <b>Question 2</b><br>➤ 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              |
| <b>Question 3</b><br>➤ 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              |
| <b>Respondent Total</b>  |        | 13             |

# Evaluation Scoring Sheet – Interview/Presentation

## Attachment E

RFP No. 080-2121801-KC

OC PUBLIC WORKS

### Stormwater Education and Behavior Change Support Services

|   |   |           |   |               |   |         |   |               |   |      |   |              |   |
|---|---|-----------|---|---------------|---|---------|---|---------------|---|------|---|--------------|---|
| <p><b><u>Weights:</u></b></p> <p>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%.</p> | <p><b>Score:</b></p> <table> <tr><td>Excellent</td><td>5</td></tr> <tr><td>Above Average</td><td>4</td></tr> <tr><td>Average</td><td>3</td></tr> <tr><td>Below Average</td><td>2</td></tr> <tr><td>Poor</td><td>1</td></tr> <tr><td>Unacceptable</td><td>0</td></tr> </table> <p>Scores ranging from 0 “Unacceptable” to 5 “Excellent” are given for each criterion as follows:</p> | Excellent | 5 | Above Average | 4 | Average | 3 | Below Average | 2 | Poor | 1 | Unacceptable | 0 |
| Excellent   | 5   |           |   |               |   |         |   |               |   |      |   |              |   |
| Above Average   | 4   |           |   |               |   |         |   |               |   |      |   |              |   |
| 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<br>(0-5) |
|--|--------|----------------|
| <p><b><i>Question 1</i></b></p> <p>➤ 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.</p>  | 40     | 4              |
| <p><b><i>Question 2</i></b></p> <p>➤ 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?</p> | 40     | 4              |
| <p><b><i>Question 3</i></b></p> <p>➤ 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?</p>  | 20     | 5              |
| <b>Respondent Total</b>  |        | <b>13</b>      |