



City of Hollywood
Procurement Services

Otis Thomas, Interim Director/Chief Procurement Officer
2600 Hollywood Boulevard, Hollywood, FL 33020

EVALUATION TABULATION

RFP No. RFP-237-24-SK

Federal Lobbying Services

RESPONSE DEADLINE: October 30, 2024 at 2:00 pm

Report Generated: Monday, December 16, 2024

PHASE 1

EVALUATORS

Name	Title
Ryon Coote	Division Manager
Chris O'Brien	Director of Public Safety
Adam Reichbach	Assistant City Manager

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Lobbyist's Qualifications and Experience	Points Based	30 (28.6% of Total)

Description:

Lobbyist's knowledge, experience and credentials in Federal Lobbyist Services as outlined in the Scope of Services, including but not be limited, demonstrated knowledge of legislative affairs, interpretations of legal implications and legislative policy statements, major successes for clients, experience in identifying and securing various sources of federal funding, etc.

Criteria	Scoring Method	Weight (Points)
Relationships, Resources and Capabilities	Points Based	25 (23.8% of Total)

Description:

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Lobbyist's existing relationships and/or ability to liaison with federal agencies, the Florida Congressional Delegation and with other key legislators and support staff. Also, other resources and capabilities the Proposer will utilize in serving this contract.

Criteria	Scoring Method	Weight (Points)
Lobbyist's Understanding and Approach to the Scope of Work	Points Based	25 (23.8% of Total)

Description:

Lobbyist's approach to performing the work, including the project plan for this engagement outlining major tasks and responsibilities, time frames and staff assignments.

Criteria	Scoring Method	Weight (Points)
Proposer's Fee Statement (Administratively Scored)	Points Based	20 (19% of Total)

Description:

Lobbyist's annual fee in a lump sum not-to-exceed maximum amount (Note: this lump sum fee will be billed in equal monthly installments). This criterion will be administratively scored by the Office of Procurement. Each firm's proposed fee proposal score will be calculated using a comparison to the lowest percent/sum approach.

Criteria	Scoring Method	Weight (Points)
Local Preference (Administratively Scored)	Points Based	5 (4.8% of Total)

Description:

Local preference in the form of 5 bonus points will be assigned to each firm identified as a Local Hollywood Vendor. As outlined in the City of Hollywood Code of Ordinances, a Local Hollywood Vendor shall mean a business entity that has maintained a permanent place of business with full-time employees within the City limits for a minimum of one year prior to the date of issuance of a bid or proposal solicitation. The permanent place of business must be the primary place of

business of the entity and may not be a post office box or a personal residence. The business must actually distribute goods, supplies, materials, equipment or services from the permanent place of business. The business must have a current local business tax receipt from the City and must not be publicly traded.

This criterion will be administratively scored by the Office of Procurement.

AGGREGATE SCORES SUMMARY

Vendor	Ryon Coote	Chris O'Brien	Adam Reichbach	Total Score (Max Score 105)
GrayRobinson, P.A.	88	100	98	95.33
Cormac Group, LLC	80.3	88.3	91.3	86.66
Porter Group, LLC	77.6	68.6	65.6	70.6

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Lobbyist's Qualifications and Experience Points Based 30 Points (28.6%)	Relationships, Resources and Capabilities Points Based 25 Points (23.8%)	Lobbyist's Understanding and Approach to the Scope of Work Points Based 25 Points (23.8%)	Proposer's Fee Statement (Administratively Scored) Points Based 20 Points (19%)	Local Preference (Administratively Scored) Points Based 5 Points (4.8%)	Total Score (Max Score 105)
GrayRobinson, P.A.	29	22.3	24	20	0	95.33
Cormac Group, LLC	28.3	24.7	22.3	11.3	0	86.66
Porter Group, LLC	24.3	14.7	18	13.6	0	70.6