



City of Hollywood
Procurement Services

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

EVALUATION TABULATION

RFP No. RFP-297-25-WV

Benefits Consultant Services

RESPONSE DEADLINE: August 7, 2025 at 3:00 pm

Report Generated: Thursday, August 14, 2025

PHASE 1

EVALUATORS

Name	Title
Jonathan Antista	
Tammie Hechler	Human Resources and Risk Management Director
David E. Keller	Director, Financial Services

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Profile of Proposer	Points Based	10 (10% of Total)

Description:

a. Organization Scope: Specify if your organization is national, regional, or local.

b. Office Location: State the location of the office performing the work.

c. Firm Description: Describe the firm's size, range of activities, and public sector experience relevant to this RFP.

d. Past Engagements: List and describe similar municipal engagements from the past three years, including accomplishments and claims containment. Provide contact details for references.

e. Litigation History: Disclose any litigation involvement in the past five years or any pending litigation related to performance.

EVALUATION TABULATION
RFP No. RFP-297-25-WV
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Criteria	Scoring Method	Weight (Points)
Proposers' Qualifications	Points Based	20 (20% of Total)

Description:

- a. Team Identification:** Identify the project manager and team members, including resumes.
- b. Relevant Experience:** Detail experience with similar public sector projects and relevant educational backgrounds.
- c. Team Organization:** Describe the project team's structure, involvement levels, expertise, and estimated hours.
- d. Municipal Support:** Specify the municipal staff support anticipated for the project.

Criteria	Scoring Method	Weight (Points)
Project Understanding, Proposed Approach, and Methodology	Points Based	15 (15% of Total)

Description:

- a. Project Plan:** Outline the project plan, including major tasks, responsibilities, time frames, and assigned staff.

Criteria	Scoring Method	Weight (Points)
Services Offered	Points Based	20 (20% of Total)

Description:

- a. Service Listing:** Provide a detailed list of innovative solutions and unique services offered to public sector clients.
- b. Services Provided:** Describe the services provided and the roles of all parties in data gathering, analysis, and recommendations.

Criteria	Scoring Method	Weight (Points)
Innovation and Technology	Points Based	5 (5% of Total)

Description:

a. Technological Tools: Describe the innovative solutions and technology used, such as advanced software and data analytics, to enhance service delivery.

Criteria	Scoring Method	Weight (Points)
Client Support and Communication	Points Based	5 (5% of Total)

Description:

a. Support Approach: Explain the approach to client support and communication, including responsiveness, availability, and methods for keeping clients informed.

Criteria	Scoring Method	Weight (Points)
Compliance and Regulatory Knowledge	Points Based	5 (5% of Total)

Description:

a. Regulatory Expertise: Detail knowledge and experience with relevant laws, regulations, and compliance requirements specific to the public sector and medical insurance.

Criteria	Scoring Method	Weight (Points)
Proposers' Fee	Points Based	20 (20% of Total)

Description:

EVALUATION TABULATION
RFP No. RFP-297-25-WV
Benefits Consultant Services

Pricing is to be a Monthly Fixed Amount along with the Total Annual Amount for each Initial Term Year per the format on Section 4.4 of the solicitation. The lump sum includes all costs to perform the work, travel, per diem expenses, photocopying, telephone lines or other incidental expenses, if applicable. If additional work is required beyond the scope of this contract, the City reserves the right negotiate those services or to obtain from other service providers. This may include additional presentations or follow-up as requested.

AGGREGATE SCORES SUMMARY

Vendor	Jonathan Antista	Tammie Hechler	David E. Keller	Total Score (Max Score 100)
RSC Insurance Brokerage, Inc. d/b/a Risk Strategies Company	100	100	86	95.33
GBGM Consulting, LLC.	42	70	66	59.33

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Profile of Proposer Points Based 10 Points (10%)	Proposers' Qualifications Points Based 20 Points (20%)	Project Understanding, Proposed Approach, and Methodology Points Based 15 Points (15%)	Services Offered Points Based 20 Points (20%)	Innovation and Technology Points Based 5 Points (5%)	Client Support and Communication Points Based 5 Points (5%)	Compliance and Regulatory Knowledge Points Based 5 Points (5%)	Proposers' Fee Points Based 20 Points (20%)	Total Score (Max Score 100)
RSC Insurance Brokerage, Inc. d/b/a Risk Strategies Company	9.3	19	14.3	19.3	5	4.7	4.3	19.3	95.33
GBGM Consulting, LLC.	4	11.7	9	12.7	1	2.7	2.7	15.7	59.33

INDIVIDUAL PROPOSAL SCORES

GBGM Consulting, LLC.

Profile of Proposer | Points Based | 10 Points (10%)

Jonathan Antista: 4

Tammie Hechler: 3

Only 1 Vendor Reference and it is for a Christian School. Did not describe similar municipal engagements from the past 3 years with accomplishments and claims containment.

David E. Keller: 5

Did not find anything or much on public sector experience, past engagements, litigation history

Proposers' Qualifications | Points Based | 20 Points (20%)

Jonathan Antista: 10

Tammie Hechler: 12

Resumes did not disclose or detail experience with similar public sector projects.

David E. Keller: 13

Did not see much discussion of other similar public sector projects, project team structure

Project Understanding, Proposed Approach, and Methodology | Points Based | 15 Points (15%)

Jonathan Antista: 5

Tammie Hechler: 12

Heavy on Risk Management and Financial Consulting.

David E. Keller: 10

It appears the proposer just copied and pasted the project understanding right from the RFP. Discussion of major tasks seems light

Services Offered | Points Based | 20 Points (20%)

Jonathan Antista: 8

Tammie Hechler: 18

David E. Keller: 12

Services provided were listed but innovative solutions and unique services was very light

Innovation and Technology | Points Based | 5 Points (5%)

Jonathan Antista: 0

Tammie Hechler: 0

Does not detail a proposed deployment of a benefits administration system; did not provide any sample reports; annual open enrollment via telephone; no mention of advanced software and no examples of reportable data analytics.

David E. Keller: 3

Client Support and Communication | Points Based | 5 Points (5%)

Jonathan Antista: 3

Tammie Hechler: 2

David E. Keller: 3

Compliance and Regulatory Knowledge | Points Based | 5 Points (5%)

Jonathan Antista: 2

Tammie Hechler: 3

Nothing specific to municipal government.

David E. Keller: 3

Proposers' Fee | Points Based | 20 Points (20%)

Jonathan Antista: 10

Tammie Hechler: 20

Fee is very competitive.

David E. Keller: 17

RSC Insurance Brokerage, Inc. d/b/a Risk Strategies Company

Profile of Proposer | Points Based | 10 Points (10%)

Jonathan Antista: 10

Tammie Hechler: 10

David E. Keller: 8

good job detailing past engagements

Proposers' Qualifications | Points Based | 20 Points (20%)

Jonathan Antista: 20

Tammie Hechler: 20

David E. Keller: 17

good explanations of experience, organization and description of municipal support

Project Understanding, Proposed Approach, and Methodology | Points Based | 15 Points (15%)

Jonathan Antista: 15

Tammie Hechler: 15

David E. Keller: 13

I liked the proposed schedule of activities shown on pages 29 and 30

Services Offered | Points Based | 20 Points (20%)

Jonathan Antista: 20

Tammie Hechler: 20

David E. Keller: 18

Good description of the services provided. Good descriptions of innovative solutions in other municipalities

Innovation and Technology | Points Based | 5 Points (5%)

Jonathan Antista: 5

Tammie Hechler: 5

David E. Keller: 5

I appreciate the description of the Bentek software and technology

Client Support and Communication | Points Based | 5 Points (5%)

Jonathan Antista: 5

Tammie Hechler: 5

David E. Keller: 4

Good educational outreach programs presented

Compliance and Regulatory Knowledge | Points Based | 5 Points (5%)

Jonathan Antista: 5

Tammie Hechler: 5

David E. Keller: 3

Proposers' Fee | Points Based | 20 Points (20%)

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Jonathan Antista: 20
Tammie Hechler: 20
David E. Keller: 18