

State and Local Lobbying Services (RFP-4677-21-OT) Master Evaluation Form	Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Gray Robinson	Ruben Turnbull	Sun City Strategies, LLC
TECHNICAL QUALIFICATIONS							
Adam Reichbach	82	96	71	90	95	77	57
Alison Saffold	87	73	65	47	90	60	30
Laurette Jean	88	83	70	78	85	67	45
Keith Moran	86	83	68	79	92	74	40
Raelin Storey	82	88	77	77	83	75	46
COMBINED TECHNICAL SCORE	425	423	351	371	445	353	218
AVERAGE TECHNICAL SCORE	85	85	70	74	89	71	44
RANK	2	3	6	4	1	5	7

State and Local Lobbying Services (RFP-4677-21-OT) Master Evaluation Form	Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Grey Robinson	Ruben Turnbull	Sun City Strategies, LLC
Selection Committee Member: Adam Reichbach							
TECHNICAL QUALIFICATIONS							
Qualifications (maximum score: 30 points) Firm's knowledge, experience and credentials in State and Local Lobbyist Services as outlined in the Scope of Work, 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 state and local funding, etc.	24	30	20	28	30	22	16
Relationships, Resources and Capabilities (maximum score: 25 points) Existing relationships and/or ability to liaison with State of Florida Local Legislative Delegation and with other key legislators and support staff. Also, other resources and capabilities your firm will utilize in serving this contract.	18	24	19	23	24	18	16
Project Understanding / Approach and Methodology (maximum score: 15 points) Approach to performing the work, including the project plan for this engagement outlining major tasks and responsibilities, time frames and staff assignments.	15	15	12	15	15	15	10
Cost to the City-Proposer's Fee Statement (maximum score: 30 points)	25	27	20	24	26	22	15
Local Preference (maximum score: points 5) Local preference in the form of 5 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.	0	0	0	0	0	0	0
TOTAL SCORE	82	96	71	90	95	77	57

State and Local Lobbying Services (RFP-4677-21-OT) Master Evaluation Form	Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Grey Robinson	Ruben Turnbull	Sun City Strategies, LLC
Selection Committee Member: Alison Saffold							
TECHNICAL QUALIFICATIONS							
Qualifications (maximum score: 30 points) Firm's knowledge, experience and credentials in State and Local Lobbyist Services as outlined in the Scope of Work, 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 state and local funding, etc.	30	23	20	20	30	20	10
Relationships, Resources and Capabilities (maximum score: 25 points) Existing relationships and/or ability to liaison with State of Florida Local Legislative Delegation and with other key legislators and support staff. Also, other resources and capabilities your firm will utilize in serving this contract.	20	20	15	15	25	15	10
Project Understanding / Approach and Methodology (maximum score: 15 points) Approach to performing the work, including the project plan for this engagement outlining major tasks and responsibilities, time frames and staff assignments.	12	10	10	12	15	15	5
Cost to the City-Proposer's Fee Statement (maximum score: 30 points)	25	20	20	0	20	10	5
Local Preference (maximum score: points 5) Local preference in the form of 5 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.	0	0	0	0	0	0	0
TOTAL SCORE	87	73	65	47	90	60	30

State and Local Lobbying Services (RFP-4677-21-OT) Master Evaluation Form		Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Grey Robinson	Ruben Turnbull	Sun City Strategies, LLC
Selection Committee Member: Laurette Jean								
TECHNICAL QUALIFICATIONS								
Qualifications (maximum score: 30 points) Firm's knowledge, experience and credentials in State and Local Lobbyist Services as outlined in the Scope of Work, 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 state and local funding, etc.		28	22	15	25	28	22	15
Relationships, Resources and Capabilities (maximum score: 25 points) Existing relationships and/or ability to liaison with State of Florida Local Legislative Delegation and with other key legislators and support staff. Also, other resources and capabilities your firm will utilize in serving this contract.		20	23	20	23	23	20	10
Project Understanding / Approach and Methodology (maximum score: 15 points) Approach to performing the work, including the project plan for this engagement outlining major tasks and responsibilities, time frames and staff assignments.		12	15	10	15	14	10	5
Cost to the City-Proposer's Fee Statement (maximum score: 30 points)		28	23	25	15	20	15	15
Local Preference (maximum score: points 5) Local preference in the form of 5 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.		0	0	0	0	0	0	0
TOTAL SCORE		88	83	70	78	85	67	45

State and Local Lobbying Services (RFP-4677-21-OT) Master Evaluation Form		Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Grey Robinson	Ruben Turnbull	Sun City Strategies, LLC
Selection Committee Member: Keith Moran								
TECHNICAL QUALIFICATIONS								
Qualifications (maximum score: 30 points) Firm's knowledge, experience and credentials in State and Local Lobbyist Services as outlined in the Scope of Work, 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 state and local funding, etc.		27	23	15	25	29	20	15
Relationships, Resources and Capabilities (maximum score: 25 points) Existing relationships and/or ability to liaison with State of Florida Local Legislative Delegation and with other key legislators and support staff. Also, other resources and capabilities your firm will utilize in serving this contract.		20	20	18	21	25	18	10
Project Understanding / Approach and Methodology (maximum score: 15 points) Approach to performing the work, including the project plan for this engagement outlining major tasks and responsibilities, time frames and staff assignments.		14	14	12	13	15	14	5
Cost to the City-Proposer's Fee Statement (maximum score: 30 points)		25	26	23	20	23	22	10
Local Preference (maximum score: points 5) Local preference in the form of 5 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.		0	0	0	0	0	0	0
TOTAL SCORE		86	83	68	79	92	74	40

State and Local Lobbying Services (RFP-4677-21-OT) Master Evaluation Form	Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Grey Robinson	Ruben Turnbull	Sun City Strategies, LLC
Selection Committee Member: Raelin Storey							
TECHNICAL QUALIFICATIONS							
Qualifications (maximum score: 30 points) Firm's knowledge, experience and credentials in State and Local Lobbyist Services as outlined in the Scope of Work, 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 state and local funding, etc.	25	25	23	25	25	24	14
Relationships, Resources and Capabilities (maximum score: 25 points) Existing relationships and/or ability to liaison with State of Florida Local Legislative Delegation and with other key legislators and support staff. Also, other resources and capabilities your firm will utilize in serving this contract.	18	23	19	22	23	20	12
Project Understanding / Approach and Methodology (maximum score: 15 points) Approach to performing the work, including the project plan for this engagement outlining major tasks and responsibilities, time frames and staff assignments.	12	14	11	14	14	13	5
Cost to the City-Proposer's Fee Statement (maximum score: 30 points)	27	26	24	16	21	18	15
Local Preference (maximum score: points 5) Local preference in the form of 5 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.	0	0	0	0	0	0	0
TOTAL SCORE	82	88	77	77	83	75	46

State and Local Lobbying Services (RFP-4677-21-OT) Master Evaluation Form	Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Grey Robinson	Ruben Turnbull	Sun City Strategies, LLC
DISCUSSION							
Adam Reichbach	X	X	X	X	X	X	
Alison Saffold	X	X	X	X	X	X	
Laurette Jean	X	X	X	X	X	X	
Keith Moran	X	X	X	X	X	X	
Raelin Storey	X	X	X	X	X	X	

State and Local Lobbying Services (RFP-4677-21-OT) Master Evaluation Form	Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Grey Robinson
DISCUSSION					
Adam Reichbach	X	X	X	X	X
Alison Saffold	X	X	X	X	X
Keith Moran	X	X	X	X	X
Laurette Jean	X	X	X	X	X
Raelin Storey	X	X	X	X	X

State and Local Lobbying Services (RFP-4677-21-OT) PRESENTATIONS-STATE WIDE SERVICES	Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Gray Robinson
PRESENTATIONS					
Adam Reichbach	4	3	5	2	1
Alison Saffold	4	3	5	1	2
Laurette Jean	4	5	2	3	1
Keith Moran	4	3	5	2	1
Raelin Storey	4	2	5	3	1
COMBINED PRESENTATION SCORE	20	16	22	11	6
RANK	4	3	5	2	1

State and Local Lobbying Services (RFP-4677-21-OT) PRESENTATIONS-LOCAL	Becker Lawyers	Capital City Consulting, LLC	Converge Public Strategies	Floridian Partners, LLC	Gray Robinson
PRESENTATIONS					
Adam Reichbach	2	4	5	1	3
Alison Saffold	3	4	5	1	2
Laurette Jean	2	4	5	1	3
Keith Moran	2	4	5	1	3
Raelin Storey	2	4	5	1	3
COMBINED PRESENTATION SCORE	11	20	25	5	14
RANK	2	4	5	1	3