

PHASE 1

EVALUATORS

Name	Title
Lisa Liotta	Redevelopment and Operations Manager
Daniel Mell	Assistant Parks Manager
Alex Nonamaker	Assistant Parks & Athletics Manager

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Experience in Implementing Similar Programs	Points Based	30 <i>(28.6% of Total)</i>

Description:

Demonstrate experience in delivering programs comparable in size, scope, and complexity to the Clean Ambassador Program described in this RFP. Consideration will be given to the number of years the Proposer has operated similar ambassador, maintenance, hospitality, public-space management, or urban safety programs; familiarity with dense, mixed-use urban environments; and the Proposer’s proven ability to meet performance standards, staffing levels, reporting requirements, and customer-service expectations in comparable settings.

Criteria	Scoring Method	Weight (Points)
Project Organization and Technical Qualifications of the Persons Assigned to the Project	Points Based	20 <i>(19% of Total)</i>

Description:

Provide the qualifications, experience, and capabilities of the proposed project team, with particular emphasis on the Supervisor and Lead Ambassadors. The evaluation will consider the organizational structure, clarity of roles, staffing plan, and the extent to which the assigned personnel possess the required credentials, supervisory experience, training expertise, and familiarity with the South Florida environment. The ability to recruit, manage, train, and retain qualified Ambassadors will also be evaluated.

EVALUATION TABULATION
RFP No. RFP-383-26-Ot
Clean Ambassador Program

Criteria	Scoring Method	Weight (Points)
Project Understanding, Proposed Approach and Methodology to Maintain a Clean Urban Environment	Points Based	20 (19% of Total)

Description:

Provide understanding of the DPW’s goals and the unique challenges of maintaining a clean, safe, and welcoming urban environment. Proposers must demonstrate a thorough understanding of the Downtown Hollywood District and present a clear, innovative, and practical methodology resulting in reliable, measurable, and high-quality services.

Criteria	Scoring Method	Weight (Points)
References and Successfully Completed Similar Projects	Points Based	15 (14.3% of Total)

Description:

Provide at least three references for completed projects with similar scope contained in this RFP.

Criteria	Scoring Method	Weight (Points)
Cost to the City (Cost Proposal)	Points Based	15 (14.3% of Total)

Description:

Overall cost of the proposed services. Consideration will be given to the clarity of the cost proposal, completeness of required forms, and the Proposer’s ability to deliver high-quality services while maintaining cost efficiency.

EVALUATION TABULATION
RFP No. RFP-383-26-Ot
Clean Ambassador Program

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

Description:

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.

AGGREGATE SCORES SUMMARY

Vendor	Lisa Liotta	Daniel Mell	Alex Nonamaker	Total Score (Max Score 105)
Mydatt Services Inc. d.b.a. Block by Block	97	87	85.5	89.83
SFM Janitorial Services, LLC.	66	89	100	85
United Services, Inc.	73	83	77	77.67
United Maintenance Company, Inc.	60	70	77	69
Diversified Maintenance - RWS, LLC	28	66	79	57.67
Squeegee Squad of Broward Inc.	16	53	35	34.67

VENDOR SCORES BY EVALUATION CRITERIA

EVALUATION TABULATION
RFP No. RFP-383-26-Ot
Clean Ambassador Program

Vendor	Experience in Implementing Similar Programs Points Based 30 Points (28.6%)	Project Organization and Technical Qualifications of the Persons Assigned to the Project Points Based 20 Points (19%)	Project Understanding, Proposed Approach and Methodology to Maintain a Clean Urban Environment Points Based 20 Points (19%)	References and Successfully Completed Similar Projects Points Based 15 Points (14.3%)	Cost to the City (Cost Proposal) Points Based 15 Points (14.3%)	Local Vendor Preference Points Based 5 Points (4.8%)	Total Score (Max Score 105)
Mydatt Services Inc. d.b.a. Block by Block	27.8	19.3	18.3	14.7	9.7	0	89.83
SFM Janitorial Services, LLC.	25.7	17.7	17.7	11	13	0	85
United Services, Inc.	21.7	16.7	15	12	12.3	0	77.67
United Maintenance Company, Inc.	18.7	14.7	11.7	11.3	12.7	0	69
Diversified Maintenance - RWS, LLC	16.7	15	11	3.7	11.3	0	57.67
Squeegee Squad of Broward Inc.	10.3	5.3	5.7	5	8.3	0	34.67