



CITY OF NEWPORT BEACH

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Newport Beach, California 92660

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newportbeachca.gov/communitydevelopment

May 10, 2019

General Plan Update Steering Committee

Nancy Gardner, Chair

Jim Carlson

Catherine O'Hara

Ed Selich

Debbie Stevens

Larry Tucker

Paul Watkins

Mayor Diane Dixon, Ex Officio Member

RE: Proposal Evaluations on Request for Proposals (RFP) No. 19-69
Community Engagement Related to a Future General Plan Update

Dear Chair Gardner and Steering Committee Members,

Staff has completed its technical evaluation of the four remaining proposers. A composite score sheet is attached and followed by individual scoring sheets. The corresponding technical evaluation ranking from highest ranking proposer to lowest ranking proposer is as follows:

1. Kearns & West
2. MBI Strategic Communication
3. S Groner Associates
4. FSB Core Strategies

If you have any questions, please contact me at 949-644-3253 or by email at bzdeba@newportbeachca.gov.

Thank you and see you next week.

Sincerely,



Benjamin M. Zdeba,
Associate Planner

Composite Score

	FSB Core Strategies	Kearns & West	MBI Strategic Communication	S Groner Associates
Qualifications and Experience - 60%				
<i>Qualifications and experience of the proposing Consultant firm or team conducting similar projects, of comparable complexity, and magnitude, particularly for government agencies.</i>	27	52	42	32
Understanding of Scope and Ability to Perform - 30%				
<i>A demonstrated understanding of the requested scope of services or work program and the ability to deploy services as identified in the scope of services or work program.</i>	13	28	23	18
References - 10%				
<i>Recent references from local clients with particular emphasis on local government.</i>	5	10	10	5
TOTAL SCORE (OUT OF 100):	45	90	75	55

Benjamin Zdeba

	FSB Core Strategies	Kearns & West	MBI Strategic Communication	S Groner Associates
Qualifications and Experience - 60%				
<i>Qualifications and experience of the proposing Consultant firm or team conducting similar projects, of comparable complexity, and magnitude, particularly for government agencies.</i>	30	55	50	35
Understanding of Scope and Ability to Perform - 30%				
<i>A demonstrated understanding of the requested scope of services or work program and the ability to deploy services as identified in the scope of services or work program.</i>	15	30	25	20
References - 10%				
<i>Recent references from local clients with particular emphasis on local government.</i>	5	10	10	5
TOTAL SCORE (OUT OF 100):	50	95	85	60

Jim Campbell

	FSB Core Strategies	Kearns & West	MBI Strategic Communication	S Groner Associates
Qualifications and Experience - 60%				
<i>Qualifications and experience of the proposing Consultant firm or team conducting similar projects, of comparable complexity, and magnitude, particularly for government agencies.</i>	25	50	40	30
Understanding of Scope and Ability to Perform - 30%				
<i>A demonstrated understanding of the requested scope of services or work program and the ability to deploy services as identified in the scope of services or work program.</i>	15	30	25	20
References - 10%				
<i>Recent references from local clients with particular emphasis on local government.</i>	5	10	10	5
TOTAL SCORE (OUT OF 100):	45	90	75	55

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	FSB Core Strategies	Kearns & West	MBI Strategic Communication	S Groner Associates
Qualifications and Experience - 60%				
<i>Qualifications and experience of the proposing Consultant firm or team conducting similar projects, of comparable complexity, and magnitude, particularly for government agencies.</i>	25	50	35	30
Understanding of Scope and Ability to Perform - 30%				
<i>A demonstrated understanding of the requested scope of services or work program and the ability to deploy services as identified in the scope of services or work program.</i>	10	25	20	15
References - 10%				
<i>Recent references from local clients with particular emphasis on local government.</i>	5	10	10	5
TOTAL SCORE (OUT OF 100):	40	85	65	50