

Attachment A: Criteria Scoring Summary

Evaluation Criteria														
Evaluation of the proposals will be based on the competitive selection process, in which the evaluation of proposals will not be limited to price alone. Current and previous experience with municipal utilities, technical merit, how well the proposal adheres to, and has performed according to equal employment opportunity and affirmative action principles will also be considered in the selection process. This RFP has been structured to provide specific requirements which function as a standardized framework for the evaluation of a prospective consultant's qualifications. The City, in consultation with the selection panel, reserves the right to reject any and all proposals. The selection panel will grade and score responsive proposals with the following criteria and weights: The competitive selection evaluation criteria are as follows:														
Section	Max points	Weight (Points)	PFM Financial Advisors LLC				Public Resources Advisory Group (PRAG)				Fieldman Rolapp & Associates			
			Reviewer 1 Score	Review 2 Score	Reviewer 3 Score	Reviewer 4 Score	Reviewer 1 Score	Review 2 Score	Reviewer 3 Score	Reviewer 4 Score	Reviewer 1 Score	Review 2 Score	Reviewer 3 Score	Reviewer 4 Score
Relevant Experience	25	25% of Total	25.0	24.0	25.0	25.0	25.0	23.0	24.0	23.0	10.0	20.0	20.0	13.0
Staffing Structure	30	30% of Total	30.0	28.0	28.0	30.0	30.0	25.0	29.0	29.0	10.0	24.0	28.0	20.0
Approach, Methods, and Technique	20	20% of Total	17.0	19.0	20.0	18.0	20.0	18.0	20.0	20.0	5.0	18.0	18.0	18.0
Price	15	15% of Total	15.0	15.0	15.0	15.0	14.0	15.0	14.0	14.0	10.0	15.0	14.6	14.6
Local Pasadena Business	5	5% of Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Small or Micro-Business	5	5% of Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	5.0	5.0	5.0
AVERAGE SCORES:			87.0	86.0	88.0	88.0	89.0	81.0	87.0	86.0	40.0	82.0	85.6	70.6
			87.25				85.76				69.56			