## REQUEST FOR PROPOSAL SUMMARY REPORT AND AWARD RECOMMENDATION

Date: December 15, 2020

Bid Number and Title: RFP 21-01 Market Study & Economic Development Strategy

Optional Pre-Proposal Meeting: October 21, 2020

Proposals Due: November 2, 2020

Received Electronically by: Gina Gilpin

**Total Responses Received:** Thirteen (13)

**Evaluation Committee:** 

Natalie Monkou, Economic Development Manager, Town of Vienna

Cindy Petkac, Director of Planning and Zoning, Town of Vienna

Marion Serfass, Director of Planning and Zoning, Town of Vienna

Dennis Holste, Economic Development Manager, Town of Herndon

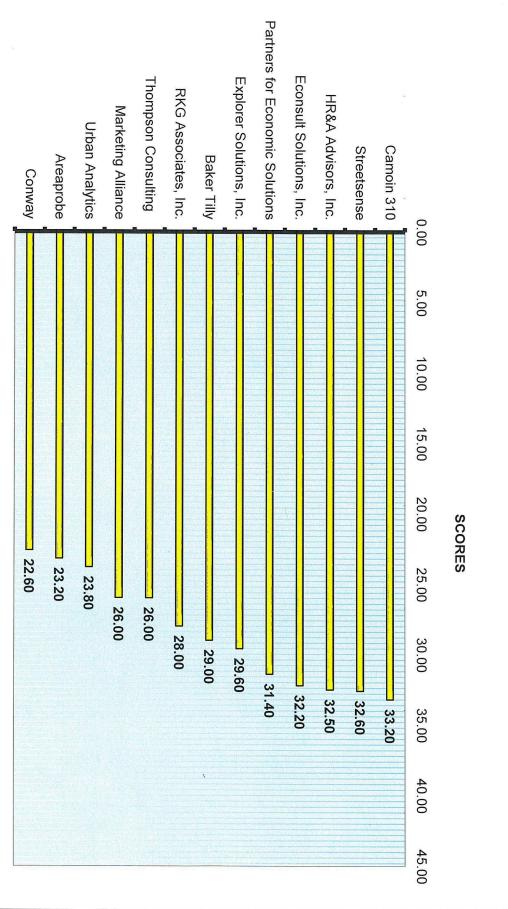
As a result of the evaluation of the proposals from the Evaluation Committee members, five (5) vendors were interviewed: Streetsense, Camoin 310, HR&A Advisors, Econsult Solutions, and Partners for Economic Solutions. After the interview phase and follow up questions and discussions, the Committee came to the decision that Streetsense was the top ranked vendor.

Negotiations and further discussion with Streetsense continued, and a proposal was accepted for award.

The Award is recommended to be made to:

Streetsense 3 Bethesda Metro, Suite 140 Bethesda, MD 20814

## **RANKING BY TOTAL SCORE**



THE TOWN OF VIENNA. VIRGINIA	$\perp$																				
BID NUMBER: RFP 21-01	· C	Camoin 310	O CT				Conway	Ŷ				HR&A Adv	HR&A Advisors, Inc.	3		· -	Partners for Economic Solutions	r Econom	ic Solution	S	
PROPOSALS DUE: 11/02/2020 11:00 AM	70 4	Richmond, VA 23230	Richmond, VA 23230	101			Boston, MA 02116	102116				Washingto	Washington, DC 20005	01			Washington, DC 20012	n, DC 20012	,,,		
RECEIVED BY: GINA GILPIN																					
WITNESS: ELECTRONICALLY SUBMITTED																					
BID TITLE: Market Study & Economic Development Strategy																					
CRITERIA	WGT	Α	В	С	D	TOTAL	Α	В	С	D	TOTAL	Α	В	С	D	TOTAL	Α	В	С	D	TOTAL
aposal logy	60.0%	4.80	5.40	4.80	4.80	19.80	1.20	4.80	2.40	3.60	12.00	5.40	5.40	4.80	3.60	19.20	4.80	5.40	4.80	4.80	19.80
Past Performance     A Consultant Qualifications and Experience     References     Relevant Experience     20	20.0%	1.80	1.60	1.60	1.80	6.80	1.20	1.40	1.20	1.20	5.00	2.00	1.80	1.80	1.40	7.00	1.40	1.60	1.20	1.60	5.80
Financial Proposal and Completion Date     Proposal Cost and Summary     Schedule for Completion     20	20.0%	1.80	1.60	1.60	1.60	6.60	1.60	1.40	1.40	1.20	5.60	1.90	1.40	1.60	1.40	6.30	1.40	1.40	1.40	1.60	5.80
TOTAL 10	100.0%	8.40	8.60	8.00	8.20	33.20	4.00	7.60	5.00	6.00	22.60	9.30	8.60	8.20	6.40	32.50	7.60	8.40	7.40	8.00	31.40
THE TOWN OF VIENNA. VIRGINIA	_	Ц									$\rfloor$					_	Ц				
BID NUMBER: RFP 21-01	2 2	RKG Associates, Inc.	ites, Inc.	200			Thompson Consulting and Analytics	Consultin	ig and Ana	lytics		Urban Analytics	lytics			• 🖽	Econsult Solutions, Inc.	olutions, Ir	IC.		
PROPOSALS DUE: 11/02/2020 11:00 AM	AI	Alexandria, VA 22314	Alexandria, VA 22314	, 316 203			Charlotte, NC 28269	VC 28269	way, sie co	117.		Alexandria, VA 22313	VA 22313			P F	Philadelphia, PA 19102	a, PA 19102	,0		
RECEIVED BY: GINA GILPIN																					
WITNESS: ELECTRONICALLY SUBMITTED																					
BID TITLE: Market Study & Economic Development Strategy																					
CRITERIA V	WGT	Α	В	C	D	TOTAL	Α	В	c	0	TOTAL	>	8	c	Đ	TOTAL	>	<b></b>	C	D	TOTAL
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	20.0%	0.40	1.60	1.60	1.60	5.20	1.60	1.20	1.40	0.40	4.60	1.00	1.60	1.60	0.40	4.60	1.60	1.60	1.60	1.60	6.40
	20.0%	1.60	1.60	1.80	1.60	6.60	1.60	1.40	1.60	1.20	5.80	1.40	1.40	1.40	1.20	5.40	1.40	1.40	1.60	1.60	6.00
TOTAL 10	100.0%	5.60	7.40	8.20	6.80	28.00	8.00	6.20	7.20	4.60	26.00	3.60	8.40	7.20	4.60	23,80	8.40	7.80	8.00	8.00	32.20

THE TOWN OF VIENNA, VIRGINIA		Ч				П									Н	L			,
BID NUMBER: RFP 21-01	Explo	Explorer Solutions, Inc.	ons, Inc.			Streetsense	ense				Areaprobe				Ма	Marketing Alliance	iance		
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CRITERIA WGT	ТА	В	С С	D	TOTAL	L A	В	С	D	TOTAL	Α	В	С	D To	TOTAL	Α	В	С	D
opv	4	_	_				4.80	4.80	4.80	19.20	3.60	4.80	3.60	3.00 1	15.00	4.80 2	2.40 4	4.20 4	4.80
ř	1.60		50 1.20	1.20			1.80	1.60	1.60	6,60	0.80	1.40	1.20	0.40			1.20	1.20	1.00
Financial Proposal and Completion Date     Proposal Cost and Summary     Schedule for Completion 20.0%							1.80	1.60	1.80	6.80	0.40	1.80							1.60
TOTAL, 100.0%	8.20	7.80	30 7.80	30 5.80	0 29.60	8.00	8.40	8.00	8.20	32.60	4.80	8.00	6.20	4.20 2	23.20 7	7.00 5.	5.00 6.	6.60 7	7.40
THE TOWN OF VIENNA, VIRGINIA		L_																	
BID NUMBER: RFP 21-01	<b>Bake</b> 8219	Baker Tilly 8219 Leesburg P	ike, Ste 800																
PROPOSALS DUE: 11/02/2020 11:00 AM	Tysor	s, VA 2218	Tysons, VA 22182																
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WITNESS: ELECTRONICALLY SUBMITTED																			
BID TITLE: Market Study & Economic Development Strategy																			
CRITERIA WGT	T A	В	0	D	TOTAL	L													
1. Technical Ability     a.Quality and Completeness of Proposal     b. Project Approach and Methodology     c. Strength of Proposal Team     60.0%	% 4.80	0 4.80	80 4.80	3.00	0 17.40														
Past Performance     Consultant Qualifications and Experience     References     Relevant Experience     20,0%																			
Financial Proposal and Completion Date     Proposal Cost and Summary     Schedule for Completion     20,0%																			
TOTAL 100.0%	% 7.60	0 8.20	0 7.60	0 5.60	0 29.00	0													