EVALUATIONS OF PROPOSALS

CRITERIA	ASSIGNED POINTS	FACTOR	MAXIMUM RATING POINTS
QUALIFICATIONS AND EXPERIENCE OF THE PROPOSING BROKER Brokers ability to directly negotiate with potential insurers and the Broker's need to utilize wholesale brokers or intermediaries Demonstrated expertise in providing broker services for public entities located in Florida Demonstrated expertise in providing broker services for entities with expensive marine exposures	0-5	5	25
QUALIFICATIONS AND EXPERIENCE OF KEY PERSONNEL Qualifications, experience, ability and skill of the Broker's key staff members who will provide the services being requested by the City Qualifications, and experience of the key personal with governmental entities and organizations with heavy marine exposures	0-5	3	15
APPROACH THE BROKER WILL TAKE IN PROVIDING THE SERVICES BEING REQUESTED BY THE CITY	0-5	6	30
PROPOSED FEE			30
Maximum Points Allowed			**100**

Technical Scoring Scale Table

Score	Basic Description	Full Description
0	No Response / Not Addressed or Vaguely Addressed	Answer is No to RFP requirements; this element of the evaluation criteria was **not addressed or vaguely addressed.**
1	Poor/Below Expectations / Unsatisfactory	The proposal is inadequate in most basic requirements, specifications or provisions of the criteria element; respondent's information for this element of the evaluation criteria was **unsatisfactory.**
2	Below Average / Meets Some Expectations	The proposal meets many of the basic requirements, specifications or provisions of the criteria element; respondent's information for this element of the evaluation criteria is **below average.**
3	Average / Meets Most Expectations	The proposal adequately meets the minimum requirements, specifications or provisions of the criteria element; respondent's information for this element of the evaluation criteria is **average.**
4	Above Average / Meets All Expectations	The proposal more than adequately meets the minimum requirements, specifications or provisions of the criteria element; respondent's information for this element of the evaluation criteria is **above average.**
5	Excellent / Exceeds Expectations	The proposal exceeds minimum requirements, specifications or provision in most aspects of the criteria element; respondent's information for this element of the evaluation criteria is **Excellent.**

Technical Score: Evaluators will independently review each proposal and award points based on a zero (0) to five (5) point scale for the established criteria. This score will be multiplied by the designated factor to receive a point score for these criteria. The sum the Evaluator's scores for each criterion will be divided by the number of evaluators to provide an overall Technical point score for each criteria and Respondent respectively. The fractional value of points to be assigned will be rounded to one decimal place.

Proposed Fee Proposal Score: Price analysis is conducted through the comparison of Price Proposals submitted. The maximum points will be awarded to the lowest responsive Price Proposal. Proposals with higher costs will receive the fraction of the maximum points proportional to the ratio of the lowest Price Proposal to the higher Price Proposal. The fractional value of points to be assigned will be rounded to one decimal place.

The criteria for price evaluation shall be based upon the following formula:

(Low Price/Respondent's Price) x Price Points = Respondent's Awarded Cost/Price Points

The following **example** illustrates the method utilized to proportionally award the fee proposal points. For this example, assume the maximum number of fee proposal points is 30:

Cost Proposal Calculation	Respondent	Points
$100,000	Respondent 1 (Lowest Cost)	30.0
$125,000	Respondent 2 (100000/125000 x 30)	24.0
$150,000	Respondent 3 (100000/150000 x 30)	20.0

Overall Score and Ranking: The Respondent's Technical point score plus the fee proposal points equals the Respondent's Total Proposal score. Respondents will be ranked numerically 1, 2, 3, etc. from highest point score to the lowest point score.