



**City of Albuquerque  
Cultural Services Department**

**INTER-OFFICE MEMORANDUM**

**Date:** 9 April 2007

**TO:** Bruce J. Perlman, Ph.D., Chief Administrative Officer  
*JM*

**FROM:** Toni L Martorelli, Cultural Services Department

**SUBJECT:** Recommendation of Award: RFP2007-012-JR, "City of Albuquerque Supported Museums: Strategic Plan and Management Study."

The City of Albuquerque Department of Finance and Administrative Services, Purchasing Division, issued the subject Request for Proposals (RFP) for the Cultural Services Department to solicit Proposals from qualified companies to provide a strategic plan and management study for City of Albuquerque Supported Museums.

The RFP was posted on the Purchasing Web Site and advertised in local newspapers. RFP's were electronically mailed to 27 interested vendors. Four responses were received for evaluation.

The ad hoc evaluation committee reviewed, evaluated and scored the responses in accordance with the evaluation criteria published in the RFP. Evaluation criteria is inclusive of several key components in determining best value in which price is only a portion, as determined in the RFP. This method of evaluation is what differentiates the RFP process from the Request for Bid (RFB) process in which award is made to lowest price meeting all specification requirements. In this instance, scoring is based on a 1000 point total potential in which price comprises only 100 points.

Listed in ranking orders are the top three respondents' composite scores:

<u>Offeror</u>	<u>Composite Score</u>
Museum Management Consultants Inc.	5034
Lord Cultural Resources	4675
AMS Planning and Research	4456

After careful consideration the committee determined Museum Management Consultants Inc. to be the most qualified to provide the strategic plan and management study as described in the RFP.

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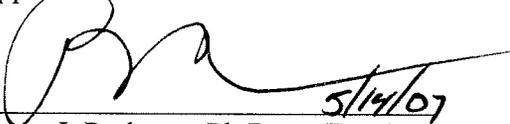
None of the respondents qualify for the 5% local preference.

Total amount of the contract will be subject to negotiation, but will not exceed \$113,130.00 the contract term will be for one year with the possibility of extending for an additional year.

I concur with the ad hoc committee's recommendation. The Department will begin contract negotiations immediately upon your approval.

Per the City Purchasing Ordinance, this recommendation will be forwarded to the City Council for final approval.

Approved:

  
Bruce J. Perlman, Ph.D. (Date) 5/14/07  
Chief Administrative Officer

Recommended:

  
Ed Adams (Date)  
Chief Operations Officer

Attachments: Composite Score Sheet

Original: Joe G. Rael, Senior Buyer, Purchasing Division, DFAS  
Copy: John J. Vigil, Purchasing Manager, DFAS  
File: RFP2007-012-JR

## RFP2007-012-JR

## "City of Albuquerque Supported Museums: Strategic Plan and Management Study"

EVALUATORS	EVALUATION CRITERIA	EVALUATION FACTORS	OFFERORS			
			Lord Cultural Rec.	AMS Planning & Res.	Museum Mgmt. Consultants	Southwest Plan. & Mktng.
CG	Offeror's general approach & plans to meet the requirements of the RFP	Up to 100	70	75	80	50
BM			100	50	100	75
KW			85	85	85	75
TCO			80	80	85	70
JC-S			92	88	85	70
PP			98	80	95	50
SUB TOTAL			525	458	530	390
CG	The offeror's detailed plans to meet the objective of each task, activity, etc. on the required schedule.	UP to 200	125	150	175	125
BM			100	100	150	150
KW			180	180	185	175
TCO			170	160	180	140
JC-S			185	160	165	150
PP			185	170	190	180
SUB TOTAL			945	920	1045	920
CG	Experience and qualifications of the Offeror and personnel as shown on staff resumes to perform tasks described in Part 3, Scope of Services	Up to 300	150	220	260	220
BM			200	150	250	100
KW			280	280	280	275
TCO			270	270	270	225
JC-S			290	270	275	236
PP			300	290	300	200
SUB TOTAL			1490	1480	1635	1256
CG	Adequacy of proposed project management and resources to be utilized by the Offeror.	Up to 100	60	70	90	70
BM			100	75	100	75
KW			80	80	80	75
TCO			70	70	80	70
JC-S			97	95	95	88
PP			90	90	95	80
SUB TOTAL			497	480	540	458
CG	Offeror's past performance on projects of similar scope and size.	Up to 100	50	0	80	60
BM			100	25	100	25
KW			80	75	80	70
TCO			80	80	80	80
JC-S			95	90	90	70
PP			100	90	100	50
SUB TOTAL			505	360	530	355
CG	Overall ability of the Offeror, as judged by the evaluation committee, to successfully complete the project within the proposed schedule. This judgement will be based upon factors such as project management plan and availability of staff and resources	Up to 100	60	60	80	60
BM			95	75	75	50
KW			80	80	80	80
TCO			75	70	70	65
JC-S			85	93	90	90
PP			90	80	95	70
SUB TOTAL			485	458	490	415
SUB TOTAL TECHNICAL SCORE			4447	4156	4770	3794
CG	Cost Proposal - The cost proposed by the Contractor as described in section 2.2 of this RFP to perform the tasks listed in Part 3, Scope of Services. The evaluation of this section will occur after the technical evaluation, based on a cost/price analysis.	Up to 100	38	50	44	100
BM			38	50	44	100
KW			38	50	44	100
TCO			38	50	44	100
JC-S			38	50	44	100
PP			38	50	44	100
SUB TOTAL			228	300	264	600
SUB TOTAL COMPOSITE SCORE			4675	4456	5034	4394
5% LOCAL PREFERENCE			N/A	N/A	N/A	N/A
TOTAL COMPOSITE SCORE			4675	4456	5034	4394
TOTAL AVERAGE SCORE						