

**October 29, 2018**

**Proposal Evaluation Summary**

**Housing Market Analysis – RFP #PUR0518-180**

**Proposals opened October 23, 2018**

**Evaluators:** Sara Buck, Housing Services Manager; Chrystal Kohl, CD Programs Specialist;  
Jennifer Barten, Home Ownership Program Coordinator

**Proposals received (in alphabetical order):**

Firm Name	Location	Initial Report	Update	Total Score
AngelouEconomics	Austin, TX	\$45,000	\$12,500	668.43
Maxfield Research & Consulting	Golden Valley, MN	\$13,590	\$8,000	1000.00
Weitzman Associates, LLC	Chicago, IL	\$48,000	\$16,000	484.14

**1. AngelouEconomics**

Criteria	Points
Qualifications and Experience (50%)	383.33
Financial Proposal (20%)	75.10
Responsiveness (30%)	210.00
Total Evaluation Points	668.43

Facts:

- High quality proposal presentation with City of Cedar Rapids data used to customize content
- Previous experience working with the City of Cedar Rapids on economic development strategic plan
- Project team has sufficient experience but it is unclear if the assigned project manager would remain the same for the duration of the project
- Sample report documents are not a complete representation of what final product would look like
- Financial proposal is higher than competitive range and does not include all expenses
- Initial market analysis to be completed by 12/15/18 but timeline for final project completion is unclear

**2. Maxfield Research & Consulting**

Criteria	Points
Qualifications and Experience (50%)	500.00
Financial Proposal (20%)	200.00
Responsiveness (30%)	300.00
Total Evaluation Points	1000.00

Facts:

- Previous experience working with the City of Cedar Rapids to provide housing market analysis
- Project team has extensive experience and proven track record with consistent Project Manager
- Proposal covers all aspects described in the RFP and presents a clear methodology and understanding of the project
- High quality proposal presentation with complete sample report documents for relevant projects
- Financial proposal is within competitive range and inclusive of all expenses
- Clear timeline indicates draft report to be delivered to the City by 12/15/18 and final report to be completed by 1/31/19.

### 3. Weitzman Associates, LLC

Criteria	Points
Qualifications and Experience (50%)	266.67
Financial Proposal (20%)	67.47
Responsiveness (30%)	150.00
Total Evaluation Points	484.14

#### Facts:

- Project team is clearly knowledgeable but proposal does not indicate strong experience that is specifically relevant to this project
- Proposal seems to focus more on pre-development planning for specific projects rather than overall market analysis
- Sample projects included in proposal do not include housing market analysis
- Financial proposal is higher than competitive range
- Anticipate submitting a draft report of preliminary findings and recommendations by 12/15/18 but timeline for final project completion is unclear

#### **Recommendation for Award:**

The evaluation team scored the top ranked proposals and Maxfield Research & Consulting was rated as the top proposal. A contract will be executed with Maxfield Research & Consulting.