



MEMORANDUM
310 Court Street, 2nd Floor
Clearwater, FL 33756
P: 727-464-8250
forwardpinellas.org

THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

TO: All Proposers

FROM: Sarah Caper, AICP, Principal Planner

DATE: August 29, 2019

SUBJECT: Procurement by Competitive Proposals, #19-04 Forward Pinellas Vision Zero Effort, Summary of August 28, 2019 Selection Committee Meeting

The #19-04 Forward Pinellas Vision Zero Effort selection committee consisting of Sarah Caper (Forward Pinellas), Roger Johnson (City of Clearwater), Joan Rice (Pinellas County) and Cheryl Stacks (City of St. Petersburg) met on August 28, 2019 at 1 p.m. The meeting was open to the public and the selection committee, members of the public and Forward Pinellas staff were in attendance.

The meeting began with a discussion of the process. Similar to the previous selection committee meeting, the committee reviewed a presentation and then scored that presentation. Afterwards, the committee reviewed and scored the next presentation. The scores from the written evaluation were added to the presentation scores producing a final total score for each proposer. Following all scoring, the points were totaled and displayed. The following is a brief review of the discussion related to each presentation.

- **Fehr & Peers.** Clear understanding of scope, range of experience with vision zero, strong branding and marketing, concerns about potential team cohesion since have not worked together before
- **Tindale Oliver.** Well thought-out approach that included a range of areas such as land use, clear understanding of MPO role and strategic partners involved, weak experience with a range of vision zero initiatives, lack of clarity on how the brand would be developed
- **Toole Design.** Strong presentation that shows experience and flexibility, team seemed cohesive and balanced, understood MPO role and had broad MPO experience, very proficient data team
- **VHB.** Strong use of data and resonating tagline, did not seem to understand the question on role of MPO and local governments and working with multiple local governments at once, strong Orlando focus and did not seem to relate to Pinellas County in many ways

The committee reviewed the overall scores. The top-scoring firm is Fehr & Peers with 361.8, followed by Toole Design (357). This will be conveyed to the Forward Pinellas Board at its September 11, 2019 meeting for approval, pending reference checks and agreement on a contract. The final scores for all firms are shown on the following page.

Firm	Overall Score
Fehr & Peers	361.8
Toole Design	357
VHB	340
Tindale Oliver	334.8
Kittelson & Associates	178.6
Vistra Communications	175.4
The Corradino Group	169.2
The Valerin Group	168.4
JRB Solutions	158.6
Nspiregreen	157.4
TJKM	156.2
XPromos Marketing Mastery	121.2
Metropolitan Public Strategies	118