

Evaluation Methodology
RFP #8041

1. Proposals were scored according to the following evaluation criteria and weights:

Evaluation Criteria	Weight
Company Qualifications and References	20%
System Capabilities	25%
Customer Service and Support	20%
Pricing	25%
Risk Assessment	10%
Total	100%

2. The evaluation team evaluated the written proposal responses from each of the 4 bidders based on the requirements listed in the RFP. Points were assigned (scale of 1 – 10) for each proposal response to each of the detailed evaluation criteria that were established prior to receipt of proposals. Final scoring was determined by the following steps:
- A. Raw scores determined by a consensus of all evaluation team members.
 - B. Total score of each vendor divided by total possible points to determine final points.
3. The proposals included monthly pricing quoted on a turnkey, all-inclusive rate, per installed intersection:

Proposer:	Redflex	ATS	Xerox	Gatso
Monthly price for each of the initial 26 intersections, per approach	per month:	per month:	per month:	per month:
Straight through only with up to 4 lanes enforced (per month, per intersection)	\$3,400.00	\$3,750.00	\$4,240.00	\$7,100.00
With additional left turn enforcement, 2 left turn lanes enforced (per month, per intersection)	\$3,400.00	\$4,750.00	\$5,410.00	\$9,760.00
With additional right turn enforcement (per month, per intersection)	\$3,400.00	\$3,750.00	\$4,370.00	\$9,760.00
Monthly price for each of the additional 14 intersections, per approach	per month:	per month:	per month:	per month:

Straight through only with up to 4 lanes enforced (per month, per intersection)	\$4,700.00	\$4,250.00	\$5,150.00	\$6,350.00
With additional left turn enforcement, 2 left turn lanes enforced (per month, per intersection)	\$4,700.00	\$4,750.00	\$6,320.00	\$9,010.00
With additional right turn enforcement (per month, per intersection)	\$4,700.00	\$4,250.00	\$5,280.00	\$9,010.00

In their written proposal response, Redflex also offered the first 3 (of 14) additional intersections at no cost to the County, for the life of the contract. Annual total price was determined by applying the monthly proposed pricing for each vendor for a total of 40 intersections:

Vendor	Annual Cost
Redflex	\$1,681,200
ATS	\$2,232,000
Xerox	\$2,679,480
Gatso	\$4,399,200

Price points determined by percentage ratio to low bid. Low evaluated bid price was Redflex at \$1,681,200. For example, low evaluated bid price of \$1,681,200 divided by ATS evaluated bid price of \$2,232,000 = .75 X 25 (see “Weight” above) = 18.8.

4. Risk Assessment

By utilizing our Risk Assessment Worksheet and reviewing the requirements with the Sheriff’s Department, the Senior Contract Services Officer determined that the level of risk associated with the contract was medium. Therefore, the risk assessment portion of the evaluation was weighted as 10% of the total score. Senior Contract Services Officer evaluated each bidder’s response to 17 risk assessment questions listed in the RFP, assigning points (scale of 0 – 3) for each response and weights for specific questions. All bidders received the full score of 10 points for the Risk Assessment.

5. Final scoring and proposal ranking by the evaluation committee resulted in the following:

Evaluation Criteria	Redflex	ATS	Xerox	Gatso
Qualifications and References (20 points)	18.6	19.4	17.9	14.1
System Capabilities (25 points)	16.9	18.4	15.9	16.3
Customer Service and Support (20 points)	12.5	12.5	14.5	8.5
Pricing (25 points)	25.0	18.8	15.7	9.6
Risk Assessment (10 points)	10.0	10.0	10.0	10.0
Total Points (100 points)	83.0	79.2	74.1	58.4
Proposal Rank:	1	2	3	4