

**DeKalb County - Department of Purchasing and Contracting**  
**RFP 2025-050 On-Call Services for Small Area Plan (Five (5) Year Multiyer Contract)**

**PROPOSERS**

Criteria	Blue Cypress Consulting, LLC	Freese and Nichols, Inc.	Geographic Technologies Group, Inc.	Grice Consulting Group, LLC	Hartzog Consulting, LLC	Inspire Placemaking Collective, Inc.	Kimley-Horn, Inc.	NEOO Development LLC	Pond & Company	The Collaborative, Inc.
Technical Approach	Clear, well-structured framework with a right-sized multidisciplinary approach covering the full scope, strong phased methodology, defined roles, and effective community engagement, including underserved groups.	Clear, structured SAP methodology with defined phases, deliverables, and engagement strategy; comprehensive and meets project needs, though slightly less detailed on underserved outreach and schedule visuals.	GTG presents a strong GIS-driven, data-informed approach, but the schedule is conceptual and outreach relies heavily on digital engagement with limited in-person inclusion.	Clear, detailed multi-phase methodology with strong public engagement, but lacks detail on underserved communities.	Approach is broad and high-level, covering zoning, redevelopment, GIS, and outreach but lacks a full, detailed small-area planning methodology and clear focus on underserved communities.	Strong, detailed methodology using advanced planning tools and a clear 9-task process with timelines; lacks detail on underserved populations and County roles.	Detailed five-phase methodology with strong engagement and clear structure; slightly generic and missing explicit mention of diverse communities.	Clear, structured Plan-Do-Deliver methodology emphasizing speed, clarity, and quality assurance; however, the proposed timeline appears unrealistic for DeKalb County projects.	Comprehensive, multi-phase methodology with scalable schedules and equity-focused engagement; timelines may be too short for fully inclusive stakeholder involvement.	Clear, step-by-step methodology with strong engagement; conceptual schedule lacks QA/QC and risk details, and timeline may be long for some project scopes.
Project Management	Detailed proposal with strong PM structure, QA/QC, and reporting; solid team and local expertise, with minor gaps in schedule monitoring detail.	PM structure with clear roles, QA/QC, and communication workflows; demonstrates solid experience and organization.	GTG provides a clear but boilerplate project management approach that is more technical than planning-focused and would benefit from stronger community engagement.	Solid multidisciplinary PM with clear roles and QA/QC.	Limited and vague project management details with a business-oriented focus; lacks clear day-to-day management plans and necessary resources.	Defined project management structure with some remote work; PM details are present but scattered, with limited resource explanation.	Clear, established PM team with defined roles; could improve specificity on meeting schedules for smaller projects; generally well-organized and experienced.	Defined roles and reporting, generally meets standards but could be stronger.	Strong, mature PM structure with clear QA/QC and well-organized resources capable of managing projects of any size.	Simple, effective, and well-organized PM structure with defined roles and coordination; could provide more detail on resources.
Personnel	Team with strong credentials and clearly defined roles; includes well-integrated subconsultants, relevant experience, and a clear organizational structure.	Team with strong, well-documented qualifications and clearly defined roles aligned to project tasks; some junior experience in public engagement noted.	Demonstrates strong GIS and technical expertise with experienced geospatial analysts and planners.	Experienced team with strong local knowledge and broad expertise; some public engagement roles less experienced.	Small, experienced team but lacking key specialists such as economic analysts and transportation planners; unclear task assignments and heavy reliance on subcontractors.	Robust, multidisciplinary team of professionals with a wide range of skills; smaller than other firms.	Highly qualified, diverse team with strong expertise; some resumes lacked clarity on prime versus subcontractor roles.	Well-qualified team including senior planners and certified professionals; some resumes lack detail.	Highly qualified, diverse team including planners, engineers, economists, and specialists with strong integration and expertise.	Highly experienced and diverse team with strong local knowledge and impressive credentials.
Organizational Qualifications	Extensive, relevant experience in comprehensive and small-area planning, including strong work in DeKalb County; well-qualified team with demonstrated expertise and solid overall standing.	Strong, experienced organization with extensive regional and national planning expertise; broad service range, though slightly less tailored to DeKalb County needs.	28 years of experience and solid GIS expertise, with financial information provided. However, the proposal shows limited Safety Action Plan prime experience.	Long history and strong regional experience, especially in DeKalb; some missing details on company history and compliance.	Moderate municipal planning and engagement experience with no known issues, but less comprehensive expertise and project portfolio compared to peers; about 12 years in operation.	Firm has over two decades of experience with relevant projects including transportation engineering; some limitations in SAP depth; organizational qualifications somewhat overshadowed by personnel details.	Large, well-established national firm with extensive regional and DeKalb experience; no debarment issues and strong local resources.	Relatively new and rapidly growing firm with a smaller portfolio and limited local experience, though appearing capable overall.	Established national firm with nearly 60 years of relevant experience across Georgia and Metro Atlanta, well-qualified for the project scope.	Established firm with 35+ years of experience and extensive local and regional planning history; well-qualified for project scope.
Financial Responsibility	Small, established firms with modest assets that operate conservatively; financials are complete, show consistent profitability, and indicate overall stability.	Financially strong assets, solid cash flow, and overall responsible management.	GTG is a small firm with assets that appears to manage finances conservatively and has long-standing operations.	Financial info mostly missing; bidder appears stable but limited assessment possible due to lack of documentation.	Small company with good assets, conservative financial management, and stable complement to management; meets financial standards.	Provided required financial documents showing low cash positions and potential growing pains, but overall complete submission.	Strong financial position; financial documents mostly complete though missing cash flow statements.	Small firm with high leverage and growing pains typical of a new company; financial status noted as a concern.	Good cash flow despite negative equity due to debt restructuring; financially stable.	Small firm with conservative financial management and stable complement to management; financially acceptable.
References	Favorable references overall with relevant project experience.	Favorable references overall with relevant project experience.	Not all references reflect full interdisciplinary small area planning experience.	Favorable references overall with relevant project experience.	References generally favorable but incomplete.	Favorable references overall with relevant project experience.	Favorable references overall with relevant project experience.	Favorable references overall with relevant project experience.	Favorable references overall with relevant project experience.	Favorable references from relevant local and regional projects
Local Small Business Enterprise (LSBE) Participation	Prime is LSBE-DeKalb Certified (10 points)	Obtained 20% LSBE-DeKalb participation (10 pts)	GFE Approved (2 pts)	Obtained 20% LSBE-MSA participation (5 pts)	Obtained 20% LSBE-MSA participation (5 pts)	Obtained 20% LSBE participation with LSBE-MSA Firm (5 pts)	Obtained 20% LSBE-DeKalb participation (10 pts)	Obtained 20% LSBE-DeKalb participation (10 pts)	Obtained 20% LSBE-MSA participation (5 pts)	Obtained 20% LSBE-DeKalb participation (10 pts)