

EVALUATION COMMITTEE REPORT	
RFP TITLE	Comprehensive Master Planning and Economic Analysis Services
RFP NUMBER	2025-012P
DATE OF REPORT	7/22/25
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The purpose of this report is to concisely summarize the activity and recommendations of the evaluation committee process. The Evaluation Committee Report will be:

- written by the purchasing lead or designee,
- approved by the evaluation committee,
- signed by the evaluation committee,
- And become part of the procurement file.

Section 1. RFP SCOPE OF SERVICES

The Village of Ruidoso is requesting sealed qualification-based proposals for the procurement of a firm or lead firm with subcontractors to update and revise the Village of Ruidoso Comprehensive Plan through a robust public engagement effort to include visioning, consensus-building, alternative development scenarios, and economic analysis.

The Village is conducting a single-award RFP. It is anticipated that award under this RFP will result in a Professional Services Contract that will be for an initial term of one-year with the option to renew for up to three (3) additional one-year terms.

A full description of the scope of work is located in Appendix F of the RFP.

Section 2. SUMMARY OF RFP DEVELOPMENT PROCESS

Legal Ads were placed in five (5) newspapers: Ruidoso News, Roswell Daily Record, Las Cruces Sun News, Albuquerque Journal, and Lubbock Avalanche on 5/8/25.

Thirty-nine (39) firms drew down on the RFP from the Village of Ruidoso website.

Pre-proposal conference was held on 5/15/2025 at 10 am both in person and via zoom.

Six (6) firms submitted the Acknowledgement of Receipt Form indicating their intent to submit a proposal: LEC Engineering, Inc. d/b/a LOI Engineers, Nine Degrees Architecture & Design, Inc., HDR Engineering, Inc., Architectural Research Consultants, Inc., Wilson & Company Inc., Sites Southwest LLC

One (1) addendum was issued for this procurement.

Section 3. SUMMARY OF RFP EVALUATION PROCESS

Six (6) Proposals were received to be evaluated:

- Able City, LLC
- Architectural Research Consultants, Inc
- LEC Engineering, Inc. d/b/a LOI Engineers
- Sites Southwest LLC
- Urban Alchemy Collective
- Wilson & Company Inc

The committee discussed the responses of each evaluation criteria and references provided, then collectively scored the proposal for:

- **Offeror's Firm History & Experience – 10 Possible Points**
 - Offerors shall submit a statement summarizing the company history of the firm and all subcontractors, if applicable. The statement should also describe with examples how the Offeror has successfully provided the desired expertise for projects similar to work related to this RFP.
- **Proposed Key Personnel Experience – 10 Possible Points**
 - Offerors shall submit resumes of all proposed Key Personnel who will be performing services under this contract. Experience narratives shall be included describing specific relevant experience of the Key Personnel in relation to the role each person would perform under this contract. Each narrative shall include the name of the individual, a thorough description of the education, knowledge, and relevant experience, in addition to certifications or other professional credentials clearly indicating the capability to provide the services requested by this RFP.
- **Understanding the Scope of Work & Existing Community Conditions – 10 Possible Points**
 - Offerors shall describe in detail an understanding of the Scope of Work for the project, the history and characteristics of Ruidoso and the surrounding region, and a summation of previous planning documents. The Offeror shall provide a proposed work schedule or timeline including proposed interim deliverables or reports and milestones with sufficient detail to demonstrate the capability of the Offeror to satisfactorily complete the project and differentiation from other firms who may also offer planning and economic analysis services.
- **Proposed Public Engagement Plan – 20 Possible Points**
 - Offerors shall provide in sufficient detail the proposed methods and activities to ensure robust engagement of the various community stakeholders to have broad participation and input throughout the project.
- **Economic Analysis Capabilities of Offeror – 20 Possible Points**
 - Offerors shall provide in sufficient detail describing the firm's or a subcontractor's experience and methods in economic analysis of various development scenarios. At a minimum the proposal must provide the range of economic activities initially identified by the Village as well as other activities the Offeror may recommend during the project.

Specifically, the Village seeks economic analysis of:

- Airport-based industrial development centered on the Sierra Blanca Regional Airport
- Outdoor/Adventure sports and activities
- Youth Sports driven tourism
- Year-Round International Tourism Destination
- Retirement destination for active seniors
- Entrepreneurship and Remote Worker hub
- **Unique Design & Technical Capabilities of Offeror – 20 Possible Points**
 - Offerors shall describe any design or technical capabilities unique to the lead firm or any subcontractors distinguishing them from other potential offerors allowing for superior performance and efficiency in completing this contract.
- **References – 10 Possible Points**
 - Offerors are required to submit APPENDIX E, Organization Reference Questionnaire, to the business references they list. The business references must submit the Reference Form directly to the designee described in Sec I, Paragraph D. It is the Offeror’s responsibility to ensure the completed forms are received on or before proposal due date and time for inclusion in the evaluation process.

Organizational References that are not received or are not complete, may adversely affect the vendor’s score in the evaluation process. The Evaluation Committee may contact any or all business references for validation of information submitted. Additionally, the Village reserves the right to consider any and all information available to it (outside of the Business Reference information required herein), in its evaluation of Offeror responsibility per Section II, Para C.18.

Offerors shall submit the following Business Reference information as part of Offer:

- a) Client name, telephone number, email address;
- b) Project description;
- c) Project dates (starting and ending);
- d) Staff assigned to reference engagement that will be designated for work per this RFP; and
- e) Client project manager name, telephone number, fax number and e-mail address.

The evaluation committee determined that no oral presentations were needed.

Section 4. EVALUATION COMMITTEE MEMBERS

Name	Brief statement of expertise and who he/she represents
Adam Sanchez	Village of Ruidoso – Public Works Director
Alex Koenig	Village of Ruidoso – Community Development Director
Matthew Baird	Village of Ruidoso – Parks & Recreation Director
Stephanie Warren	Village of Ruidoso - GIS Coordinator/Planner
Michael Martinez	Village of Ruidoso – Deputy Village Manager

Section 5. EVALUATION COMMITTEE MEETINGS (full and sub-committee meetings including orientation meeting, initial scoring meeting, oral presentations/demonstrations)		
Reason for Meeting	Date of Meeting	Summary of Meeting
Evaluation Committee Kick Off Meeting	6/26/25	Discussed Confidentiality Agreement and any conflicts of interest. Members were asked to sign the Confidentially Agreement. The proposals were handed out to each member. Discussed date and time of next meeting.
Evaluation Scoring Meeting	7/21/25	The Committee met, discussed and scored the proposals.

Section 6. SUMMARY OF AWARD RECOMMENDATION

All six (6) proposals received were very well prepared and met all the requirements of this procurement.

The Evaluation Committee recommends the award of RFP 2025-012P for Comprehensive Master Planning and Economic Analysis Services to Able City, LLC.

Section 7. SIGNATURES			
Name	Agree/Object (state objection)	Signature	Date
Adam Sanchez	Agree		7-29-25
Alex Koenig	AGREE		7-29-25
Matthew Baird	Agree		7-29-25
Stephanie Warren	Agree		7-29-25
Michael Martinez	Agree		7-29-25