



Seminole County
Resource Management - Purchasing & Contracts
Diane Reed, Purchasing and Contracts Manager
1301 East Second St., Sanford, FL 32771

EVALUATION TABULATION

RFP No. RFP-604684-23/MHH

WATER SAFETY CONSULTANT SERVICES

RESPONSE DEADLINE: Wednesday, January 3, 2024, at 2:00 pm

Report Generated: Thursday, January 4, 2024

Response 1	Response 2
Swim Life, Inc. 251 Gordon Street Sanford, FL 32771 David Wiggins david.wiggins@myswimlife.com Phone: (407) 921-3278	*Women Teaching CPR Arlington, TX 76001

*Non-responsive: Failed to comply with Section 3.12 "Licenses".

Tabulated by Michael Hall, Senior Procurement Analyst on January 3, 2024, at 2:00 pm.

Recommendation to Award to Swim Life, Inc.

Committee Member	Title	Signature
Kelly Welch	Program Manager I - Community Services	
Lidia Giron	Case Manager - Community Services	
Patrick Davie	Senior Financial Analyst - Budget	



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AGGREGATE SCORES SUMMARY

Vendor	Patrick Davie	Lidia Galeas-Giron	Kelly Welch	Total Score (Max Score 100)
Swim Life	57	84	89	76.67

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Respondent's Qualifications and Capacity	Points Based	20 (20% of Total)

Description:

Respondent's qualifications as it relates to the proposed scope of work; include certifications and licenses applicable to the scope of work (i.e Certified Pool Operation (CPO) license, trainer certifications.) Must have been in business for a minimum 5 years. Respondent's track record and prior experience in the proposed activity such as:

- Survival Swim Lessons - teaching methodology, qualifications to teach youth with an Autism spectrum disorder (ASD) or other developmental disability is the school/curriculum approved by FDOH (<https://www.floridahealth.gov/environmental-health/swimming-pools/documents/approvedlifeguardswiminstrprograms.pdf>)

Training for Professionals -- teaching methodology, qualifications to teach curriculum aligned with the U.S. Consumer Product Safety Commission (see: <https://www.poolsafely.gov/grant-program/>) and the Virginia Graeme Baker Pool and Spa Safety Act.

Criteria	Scoring Method	Weight (Points)
Project Approach	Points Based	30 (30% of Total)

Description:

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Respondent provides a clear timeline for project implementation and service delivery and demonstrates the ability to identify and serve marginalized and disproportionately impacted communities.

Respondent describes clear plan to identify and address social determinants of health and outlines the plan to show how clients will be screened for income eligibility.

Project includes community collaboration to ensure comprehensive service delivery to address all required elements and demonstrates, via commitment letter, partner commitment to participate in the project when applicable (i.e. meeting space for training, designated pool use).

Project description includes a clear program design which includes a plan for how the community will learn about the availability of services, description of services to be provided and how they align with recognized pool safety authorities/guidance such as the U.S. Consumer Product Safety Commission (see: <https://www.poolsafely.gov/grant-program/>), FDOH and the Virginia Graeme Baker Pool and Spa Safety Act.

Criteria	Scoring Method	Weight (Points)
Project Understanding	Points Based	30 (30% of Total)

Description:

Respondent provides a clear understanding of how they will perform the scope of work using best practices and evidenced based practices, demonstrates the ability to develop SMART goals and measure success through documented outcome measurements, and provides a detailed proposed report template.

Criteria	Scoring Method	Weight (Points)
Pricing Proposal	Points Based	20 (20% of Total)

Description:

Respondent provides a detailed pricing proposal, inclusive of sources and uses; details total cost for service delivery outlined in the scope of work.

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Respondent's Qualifications and Capacity Points Based 20 Points (20%)	Project Approach Points Based 30 Points (30%)	Project Understanding Points Based 30 Points (30%)	Pricing Proposal Points Based 20 Points (20%)	Total Score (Max Score 100)
Swim Life	19.3	17.3	20	20	76.67

INDIVIDUAL PROPOSAL SCORES

Swim Life

Respondent's Qualifications and Capacity | Points Based | 20 Points (20%)

Patrick Davie: 20

SwimLife has a CPO license and has qualified instructors and trainers, has done survival swim lessons in the past, and has assisted with bringing attention to child drowning dangers. Has enough instructors to provide training.

Lidia Galeas-Giron: 20

Swim Life has their CPO and their staff is certified. Kelly Wiggins has 30 years of experience teaching children with exceptionalities. Swim Life's background in Design and Implementation and Communication Strategies demonstrate that they can facilitate to first responders and other agency personnel.

Kelly Welch: 18

Respondent provides a clear and comprehensive plan to provide the requested services - both survival swim lessons and consultant training services. The proposal outlines the respondent's qualifications, CPO license is included in the packet and sufficient staffing is outlined to meet the project deliverables. Limited mention of the Virginia Graeme Baker Pool and Safety Act is included.

Project Approach | Points Based | 30 Points (30%)

Patrick Davie: 12

The overall plan has detail on how the community will learn about the project and limited detail on the project itself. There is no specific timeframe given for any part of proposed plan. The plan only has one part that has a measurement of success, ie 200 individuals trained, SwimLife has a dedicated pool space, but it is not indicated if a community partner has provided this space. no community commitment letter, plan to identify and address health and income lacks detail

Lidia Galeas-Giron: 14

Took off points for the following reasons: Swim Life did not provide a specific timeline for project implementation. In their plan they stated they can "begin immediately upon execution of an agreement" for all of the service deliveries however, it lacked a tentative start and end date to give an idea of how long the tasks will take. Did not specify how they plan to identify and address social determinants of health. Additionally, they did not outline a how clients will be screened for income eligibility. Swim Life reports that

they have multiple partners such as Seminole County public schools, fire departments, and police departments however, the application did not include partner commitment letters. Earned Points for the following reasons: They have their own indoor swimming pool. They can identify and serve marginalized communities. Their outreach and physical and social media awareness campaign is detailed and feasible.

Kelly Welch: 26

Respondent provides data on marginalized communities and has a physical location that is within the County and an area of need. Additionally, the location is accessible via public transportation and the respondent outlines a plan to advertise services and work with the County to ensure services are available to at risk populations and all Seminole residents would could benefit from these critical services. Respondent includes information regarding the location where survival swim lessons can occur as well as trainings. Additionally, the proposal indicates flexibility and commitment to working with the County to ensure the requirements of the grant are met. Finally, the respondent outlines a plan to engage the community utilizing partners, prior swim lesson students, social media and willingness to collaborate with the County to ensure the public is made aware of the availability of services. A timeline is not included but the respondent is able to initiate services upon contract execution.

Project Understanding | Points Based | 30 Points (30%)

Patrick Davie: 5

No smart goals provided, only one goal has a defined measure of success, no report template

Lidia Galeas-Giron: 30

They're proposals for each service is outline with great detail and with SMART goals. They are able to provide monthly reports with measurable outcomes.

Kelly Welch: 25

The respondent is qualified to provide the services to include survival swim lessons and consultant training. The proposal does not include SMART goals but the respondent indicated willingness to work with the County to develop these in accordance with the grant requirements and County needs. The respondent describes a clear plan to measure deliverables and program success through data and client satisfaction surveys post service delivery. The respondent also indicates willingness to provide reporting at a frequency defined by the County.

Pricing Proposal | Points Based | 20 Points (20%)

Patrick Davie: 20

Lowest Price

Lidia Galeas-Giron: 20

Lowest Price

Kelly Welch: 20

Lowest Price