



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

**EVALUATION TABULATION**

RFP No. RFP-604700-23/MHH

INNOVATION METHODS TRAINING AND RESOURCE DEVELOPMENT CONSULTING

RESPONSE DEADLINE: Wednesday, March 13, 2024, at 2:00pm

Report Generated: Monday, June 3, 2024

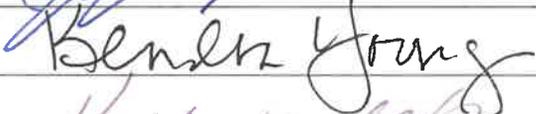
Response 1	Response 2	Response 3	Response 4
*Akosua Acheamponmaa dba CityLighter Limited Liability Company 1801 Pope Avenue Norfolk, VA 23509	Anser Advisory Management, LLC 529 E Crown Point Road, Suite 170 Ocoee, FL 34761 Brenda Metzger <a href="mailto:brenda.metzger@anseradvisory.com">brenda.metzger@anseradvisory.com</a> Phone: (571) 209-0990	Bright IDEA Consulting LLC 7025 CR 46 A, #1071-374 Lake Mary, FL 32746 Rolanda Fabien <a href="mailto:rolanda@brightideaco.com">rolanda@brightideaco.com</a> Phone: (404) 838-8405	Creativity Effect, LLC 274 Dubsdread Circle Orlando, FL 32804 Karen Tilstra <a href="mailto:karen@creativityeffect.com">karen@creativityeffect.com</a> Phone: (269) 930-0911
	Response 5	Response 6	
	GRIFFOX LLC 4684 Perception Circle Milton, FL 32570 Harald Lavric <a href="mailto:harald@griffox.com">harald@griffox.com</a> Phone: (850) 376-7843	People Rocket, LLC 584 Castro St, Suite #676 San Francisco, CA 94114 Richard Braden <a href="mailto:team@peoplerocket.com">team@peoplerocket.com</a> Phone: (415) 713-9753	

Tabulated by Michael Hall, Senior Procurement Analyst on March 13, 2024, at 2:00 pm.

**\*Non-Responsive: Failed to comply with Section 3.12, "Licenses".**

Recommendation/Intent to Award: Creativity Effect, LLC

Tentative BCC Date: 07/09/2024

Committee Member	Title	Signature
Andrea Wesser-Brawner	Director of Innovation & Strategic Initiatives	
Joe Saucer	Project Manager II – Information Technology	
Kendra Young	Strategic Initiatives Coordinator	
Kelly Welch	Program Manager I – Community Services	



Seminole County  
**Resource Management - Purchasing & Contracts**  
 Stephen Koontz, Purchasing and Contracts Manager  
 1301 East Second St., Sanford, FL 32771

**EVALUATION TABULATION**  
 RFP-604700-23/MHH  
Innovation Methods Training and Resource Development Consulting  
 RESPONSE DEADLINE: March 13, 2024 at 2:00 pm  
 Report Generated: Monday, June 3, 2024

**PHASE 2**

**EVALUATION CRITERIA**

Criteria	Scoring Method	Weight (Points)
Qualifications and Experience of Firm	Points Based	55 (55% of Total)

Description: N/A.

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

Description: N/A.

Criteria	Scoring Method	Weight (Points)
Project Understanding	Points Based	15 (15% of Total)

Description: N/A.

**AGGREGATE SCORES SUMMARY**

Vendor	Joe Saucer	Kelly Welch	Andrea Wesser-Brawner	Kendra Young	Total Score (Max Score 100)
Creativity Effect	96	92	90	93	92.75
People Rocket	79	75	64	73	72.75
Anser Advisory Management, LLC	82	72	66	65	71.25

**VENDOR SCORES BY EVALUATION CRITERIA**

Vendor	Qualifications and Experience of Firm Points Based 55 Points (55%)	Project Approach Points Based 30 Points (30%)	Project Understanding Points Based 15 Points (15%)	Total Score (Max Score 100)
Creativity Effect	51.8	26.8	14.3	92.75
People Rocket	45.5	19	8.3	72.75
Anser Advisory Management, LLC	39.5	21.5	10.3	71.25

**INDIVIDUAL PROPOSAL SCORES**

**Anser Advisory Management, LLC**

**Qualifications and Experience of Firm | Points Based | 55 Points (55%)**

Joe Saucer: 48

Team appears to have ample qualifications, would have liked to have heard more directly from the project lead.

Kelly Welch: 40

The respondent did not sufficiently demonstrate experience with a similar project in the public sector. Additionally, the presentation failed to inspire confidence in the respondent's ability to contribute to the culture of innovation that Seminole County is trying to foster.

Andrea Wesser-Brawner: 35

Some experience with govt but not enough - mostly corporate innovation focused.

Kendra Young: 35

Good qualifications but too far away

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

Joe Saucer: 20

The project approach directly related to Seminole County was not explained enough during the presentation.

Kelly Welch: 22

The respondent's approach lacked clear adaptability to meet the needs of the County. When asked about post instruction facilitation feedback, the respondent discussed the possibility of future consultation.

Andrea Wesser-Brawner: 24

Good approach, did not love the answer on how to approach a virtual effort though.

Kendra Young: 20

Nice but basic approach, almost canned

**Project Understanding | Points Based | 15 Points (15%)**

Joe Saucer: 14

The Anser group seemed to understand what Seminole County was looking for overall.

Kelly Welch: 10

While the respondent seems to have a repository of tools and experience in facilitating (i.e. strategic planning) the presentation lacked fun and engagement leaving doubt about the respondent's ability to engage a public sector workforce in a meaningful way.

Andrea Wesser-Brawner: 7

Again, not enough govt experience - very generic

Kendra Young: 10

Had some understanding of public sector

### Creativity Effect

#### Qualifications and Experience of Firm | Points Based | 55 Points (55%)

Joe Saucer: 52

The Creativity Effect team appears to have performed these project nationwide and also in our community. The team seems well molded to work together to reach the goals on their project.

Kelly Welch: 55

The respondent provided examples of similar projects, working with public sector entities starting an innovation project. The key staff are experienced and the presentation provided a snapshot of their capacity for fun and engagement.

Andrea Wesser-Brawner: 50

Extremely experienced with exact expertise we are seeking working with training govt employees to think creatively/innovatively

Kendra Young: 50

Most combined experience and qualifications and I love that they are local for in-person trainings

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

Joe Saucer: 29

The Creativity Effect group has a defined project that they want to perform in our community, directly for our community.

Kelly Welch: 25

Creativity Effect's presentation demonstrated a willingness to adapt to the County's needs as the innovation project grows. The presentation described tools and examples of how the tools have been used with similar organizations.

Andrea Wesser-Brawner: 25

Love their approach and that they can work with us in person

Kendra Young: 28

Inspiring, creative, inclusive, and fun approach

**Project Understanding | Points Based | 15 Points (15%)**

Joe Saucer: 15

Creativity Effect understands the goals of adding Design Thinking to our community and our organization.

Kelly Welch: 12

The respondent demonstrated understanding of the County's project and a willingness to provide in person, onsite guidance and consultation.

Andrea Wesser-Brawner: 15

Absolutely understand what we need and has the experience

Kendra Young: 15

Experienced in start-up programs with public sectors

**People Rocket**

**Qualifications and Experience of Firm | Points Based | 55 Points (55%)**

Joe Saucer: 47

The team has an extensive background in Design Thinking and "Innovation-ish". Their experience is more limited in government sector work. It appears that most of their work is in and out fast, and providing the tools.

Kelly Welch: 45

The presentation provided details regarding key staff experience, including publications and research. While the highlighted staff are clearly experienced and knowledgeable in their field, insufficient examples of similar projects were provided.

Andrea Wesser-Brawner: 42

Has done more work with govt than Anser but still not as experienced as CE. Also, thought they were a little more academic in their approach than the training the trainers we are seeking.

Kendra Young: 48

Overqualified and I didn't like that none of the team lived in Florida

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

Joe Saucer: 21

Their project approach didn't have the amount of specifics that provide this evaluator comfort that they could meet our needs. Their knowledge of the topic appears to be great, but the understanding of our needs in respects to their distance from us is a concern.

Kelly Welch: 20

People Rocket's presentation did not instill confidence in the respondent's ability to provide field support or demonstrate a plan to engage with County staff and leaders in non-virtual environments.

Andrea Wesser-Brawner: 15

Seemed way more academic and more theoretical than actually helping coach employees thru design thinking and proj management.

Kendra Young: 20

The canned scripted approach that bends more to private than public organizations

**Project Understanding | Points Based | 15 Points (15%)**

Joe Saucer: 11

Their knowledge in design thinking appears to be great, but not sure that their project proposal will meet the needs of our organization.

Kelly Welch: 10

While the respondents voiced a willingness to collaborate with the County, the presentation did not address how that will be accomplished by an organization that is based out of State.

Andrea Wesser-Brawner: 7

Again, less expertise means I'm not sure they get what we want to deploy.

Kendra Young: 5

When I asked a question about what tool they would use to ignite this start-up - the question wasn't answered.

## PHASE 1

### EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Qualifications and Experience of Firm	Points Based	50 (50% of Total)

Description: N/A.

Criteria	Scoring Method	Weight (Points)
Project Approach	Points Based	25 (25% of Total)

Description: N/A.

Criteria	Scoring Method	Weight (Points)
Project Understanding	Points Based	10 (10% of Total)

Description: N/A.

Criteria	Scoring Method	Weight (Points)
Fee Structure	Points Based	15 (15% of Total)

Description: N/A.

### AGGREGATE SCORES SUMMARY

Vendor	Joe Saucer	Kelly Welch	Andrea Wesser-Brawner	Kendra Young	Total Score (Max Score 100)
Creativity Effect	100	97	93	90	95
Anser Advisory Management, LLC	97.5	86.5	77.5	84.5	86.53
People Rocket	92.3	79.3	88.3	73.3	83.29

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

Vendor	Joe Saucer	Kelly Welch	Andrea Wesser-Brawner	Kendra Young	Total Score (Max Score 100)
GRIFFOX LLC	91.8	78.8	73.8	51.8	<b>74.08</b>
Bright IDEA Consulting LLC	53.3	47.3	27.3	62.3	<b>47.57</b>

**VENDOR SCORES BY EVALUATION CRITERIA**

Vendor	Qualifications and Experience of Firm Points Based 50 Points (50%)	Project Approach Points Based 25 Points (25%)	Project Understanding Points Based 10 Points (10%)	Fee Structure Points Based 15 Points (15%)	Total Score (Max Score 100)
Creativity Effect	48.3	22.3	9.5	15	<b>95</b>
Anser Advisory Management, LLC	42	21.3	8.8	14.5	<b>86.53</b>
People Rocket	42.5	22.5	8	10.3	<b>83.29</b>
GRIFFOX LLC	35.5	17	6.8	14.8	<b>74.08</b>
Bright IDEA Consulting LLC	28.8	12	4.5	2.3	<b>47.57</b>

**INDIVIDUAL PROPOSAL SCORES**

**Anser Advisory Management, LLC**

Qualifications and Experience of Firm | Points Based | 50 Points (50%)

Joe Saucer: 50

Anser has multiple assets with extensive experience in the field

Kelly Welch: 43

Local offices (Longwood & Ocoee), Innovation Lab being built in Virginia would support Seminole Named project participants have extensive experience including multiple certifications. Anser Advisory reports valuable prior experience with government

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

---

organizations and large organizations such as NASA. However, the documentation provided does not show ten years of experience in Design Thinking methodology (i.e. Sunbiz 2019 and earliest project experience listed is 2017)

Andrea Wesser-Brawner: 30

While I appreciate the experience of this team and their methodology, they have not done a lot of work with government entities especially in establishing employee-based virtual or brick and mortar labs; have way more experience in private sector innovation and many on the product development side

Kendra Young: 45

**Project Approach | Points Based | 25 Points (25%)**

Joe Saucer: 23

Anser has laid out an approach that aligns with the County's needs

Kelly Welch: 22

The proposal outlines a plan to engage stakeholders, conduct a readiness assessment and implement a strategic plan. While the plan is clear and functional, it lacks a plan to implement a fun and engaging process. It reads a bit dull and Six Sigma-ish. Anser Advisory will provide propriety materials. 586 total hours proposed. A Toolkit and repository of documents will be provided. The response does not provide a robust plan for (in-person or virtual) post 'train-the-trainer' support, modeling or mentoring.

Andrea Wesser-Brawner: 25

I found the project approach flawless and liked the details

Kendra Young: 15

**Project Understanding | Points Based | 10 Points (10%)**

Joe Saucer: 10

Anser's proposal shows that they have an understanding of what was requested in the RFP.

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

---

Kelly Welch: 7

Proposal does not include detailed examples of success on prior Design Thinking projects which would have added to the narrative. The respondent has clear experience in project management, strategic planning and process improvement.

Andrea Wesser-Brawner: 8

Again, they are close to understanding what we are seeking but I wish they did a bit more organizational development change agent work as opposed to examples assisting more with products/small business competitions/etc.

Kendra Young: 10

**Fee Structure | Points Based | 15 Points (15%)**

Joe Saucer: 14.5

3rd Lowest Cost

Kelly Welch: 14.5

3rd Lowest Cost

Andrea Wesser-Brawner: 14.5

3rd Lowest Cost

Kendra Young: 14.5

3rd Lowest Cost

**Bright IDEA Consulting LLC**

**Qualifications and Experience of Firm | Points Based | 50 Points (50%)**

Joe Saucer: 35

Bright Idea consulting only shows knowledge and experience in education based work, and only one person working for the team.

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

---

Kelly Welch: 25

The documetation provided does not show ten years of experience in Design Thinking methodology. The repondent has extensive teaching experience but limited experience in specific Design Thinking methodology Only one staff member mentioned. The qualifications of the other team members, if any, are unknown.

Andrea Wesser-Brawner: 15

The firm only has experience in curriculum dev and educational institutions. Not what we asked for. I did not see any innovation-specific expertise

Kendra Young: 40

I like they are local, and +25 yrs experienced

**Project Approach | Points Based | 25 Points (25%)**

Joe Saucer: 10

The project approach is not well defined and I don't know what the plan is to complete the project.

Kelly Welch: 15

Proposal does not contain a clear project approach and lacks description of prior similar successful projects.

Andrea Wesser-Brawner: 8

Again, no clear experience in this space so the project approach was simply a regurgitation of our requested scope

Kendra Young: 15

generalized approach not specific enough

**Project Understanding | Points Based | 10 Points (10%)**

Joe Saucer: 6

I don't believe that the full scope of the project was understood.

Kelly Welch: 5

Proposal suggests an emphasis on teaching, not Design Thinking methodology.

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

---

Andrea Wesser-Brawner: 2

Again, did not see innovation expertise enough to merit further progress here

Kendra Young: 5

didn't seem clear of project understanding

**Fee Structure | Points Based | 15 Points (15%)**

Joe Saucer: 2.3

Highest Cost

Kelly Welch: 2.3

Highest Cost

Andrea Wesser-Brawner: 2.3

Highest Cost

Kendra Young: 2.3

Highest Cost

**Creativity Effect**

**Qualifications and Experience of Firm | Points Based | 50 Points (50%)**

Joe Saucer: 50

Vendor has many years of experience locally performing similar projects

Kelly Welch: 50

The respondent provided detailed bios of the program participants and an extensive list of qualifications including several similar projects, published works and research. Creativity Effect's prior experience in designing and creating innovation labs at Advent Health, Orlando Magic, and government agencies is perfectly aligned with the needs of the County.

Andrea Wesser-Brawner: 48

Have exact quals we asked for and need

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

---

Kendra Young: 45

I know of the work in Orange County, and new Innovation lab in Seminole County/Apopka

**Project Approach | Points Based | 25 Points (25%)**

Joe Saucer: 25

The vendors approach aligns with the RFP

Kelly Welch: 24

The proposal contains a detailed implementation plan, with quarterly deliverables. Creativity Effect's plan includes pilot projects, evaluation of projects and the implementation of a sustainability plan. Following implementation of the innovation lab, Creativity Effect's proposal outlines a plan to refine training and respond to evolving needs of the County.

Andrea Wesser-Brawner: 20

Could be stronger in writing out more details but still is a thorough approach

Kendra Young: 20

Great approach and timeline for overall success

**Project Understanding | Points Based | 10 Points (10%)**

Joe Saucer: 10

The vendor appears to understand the RFP through thoughtful design of their proposal

Kelly Welch: 8

The proposal outlines steps to design and create an innovation lab and culture of innovation within Seminole County Government but lacks content regarding training materials/resources, including materials which are original/proprietary to the consultant. The proposal communicates understanding of the County's desire to empower County staff, fostering a culture of continuous innovation and creativity and enhance services to residents.

Andrea Wesser-Brawner: 10

Understand project as they have worked with a number of government entities on what we want

Kendra Young: 10

based on the language in attachments the understanding of our organization needs are addressed

**Fee Structure | Points Based | 15 Points (15%)**

Joe Saucer: 15

Lowest Cost

Kelly Welch: 15

Lowest Cost

Andrea Wesser-Brawner: 15

Lowest Cost

Kendra Young: 15

Lowest Cost

**GRIFFOX LLC**

**Qualifications and Experience of Firm | Points Based | 50 Points (50%)**

Joe Saucer: 45

Vendor appears to have experience and Qualifications to perform the project.

Kelly Welch: 42

Relatively new to the area which limited documented experience in similar environments (local government). The documentation provided does not show ten years of experience in Design Thinking methodology. Only one staff member mentioned. The qualifications of the other team members, if any, are unknown.

Andrea Wesser-Brawner: 30

While the consultant seems to know the methodology, I did not see relevant experience and referrals to call on the explicit use of innovation/design thinking. Would love to have seen more non-corporate as well as relevant experience

Kendra Young: 25

Not local, not as experienced as other vendors

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

---

**Project Approach | Points Based | 25 Points (25%)**

Joe Saucer: 23

Vendor appears to have a thought out process for the Proejct

Kelly Welch: 15

The project approach, while mentioning elements of the RFP, lacks specific details regarding how Griffox would deliver on key deliverables. The narratives are vague and verbose while not sufficiently addressing many key elements of the RFP.

Andrea Wesser-Brawner: 20

I thought this was a well thought out approach although somewhat generic

Kendra Young: 10

The approach seemed generic

**Project Understanding | Points Based | 10 Points (10%)**

Joe Saucer: 9

Vendor appears to understand the goal of the project.

Kelly Welch: 7

Proposal depicts business facilitation and stategic planning activities vs. Design Thinking methodology.

Andrea Wesser-Brawner: 9

Seems to understand what we want

Kendra Young: 2

Does not understand our vision for Innovation Lab

**Fee Structure | Points Based | 15 Points (15%)**

Joe Saucer: 14.8

2nd Lowest Cost

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

---

Kelly Welch: 14.8

2nd Lowest Cost

Andrea Wesser-Brawner: 14.8

2nd Lowest Cost

Kendra Young: 14.8

2nd Lowest Cost

**People Rocket**

**Qualifications and Experience of Firm | Points Based | 50 Points (50%)**

Joe Saucer: 47

Vendor appears to have experience in the sector.

Kelly Welch: 43

Previous work with multiple large partners (Coca-Cola, McDonalds, etc.). Proposal contained great examples of past successful projects. Includes team members we 'might' interact with. Included team members have great experience in Design Thinking.

Andrea Wesser-Brawner: 45

Very strong quals; appreciate work they did for an entire country

Kendra Young: 35

Least experienced

**Project Approach | Points Based | 25 Points (25%)**

Joe Saucer: 25

Vendor has a thought out approach

Kelly Welch: 20

Proposal would have been bolstered by more a comprehensive response to Seminole specific needs.

EVALUATION TABULATION

RFP No. RFP-604700-23/MHH

Innovation Methods Training and Resource Development Consulting

---

Andrea Wesser-Brawner: 25

Wonderful project approach - I really appreciate their thoroughness - even the proposal suggests how much they utilize design thinking principles and understand the approach

Kendra Young: 20

Nice approach

**Project Understanding | Points Based | 10 Points (10%)**

Joe Saucer: 10

Vendor appears to understand the RFP

Kelly Welch: 6

Design Thinking and self-reports doing work as an outsourced provider of solutions. While the proposal indicates a willingness, and preference, to collaborate with Seminole County, it lacks specificity regarding how that will be accomplished by an organization that is based out of State. None of the four named principal People Rocket staff for this project are local and the proposal does not clearly describe access to the project team (People Rocket senior leaders) who undoubtedly have multiple competing priorities.

Andrea Wesser-Brawner: 8

Very strong understanding, but may not have as much experience/understanding building a brick and mortar lab/etc.

Kendra Young: 8

Nice 3-year plan unique to Sem County Govt. staff

**Fee Structure | Points Based | 15 Points (15%)**

Joe Saucer: 10.3

4th Lowest Cost

Kelly Welch: 10.3

4th Lowest Cost

Andrea Wesser-Brawner: 10.3

4th Lowest Cost

Kendra Young: 10.3

4th Lowest Cost

---

EVALUATION TABULATION

Request For Proposal - Innovation Methods Training and Resource Development Consulting