



# INTEROFFICE MEMORANDUM

**TO:** Felicia Strong-Whitaker, Director <sup>Initial</sup> *FSW*  
Department of Purchasing & Contract Compliance

**FROM:** Evaluation Committee Recommendation Letter

**DATE:** December 19, 2024

**PROJECT:** 24RFP1337774C-MH, "Financial Advisory Services"

In accordance with the Purchasing Code, a duly appointed Evaluation Committee has reviewed the proposals submitted in response to the above-reference project on behalf of the Finance Department.

Five (5) qualified firms submitted proposals for evaluation and consideration for award of the Financial Advisory Services for this project:

1. First Tryon Securities, LLC d/b/a First Tryon Advisors
2. Raymond James Financial, Inc.
3. PFM Financial Advisors LLC
4. Davenport & Company, LLC
5. Public Resources Advisory Group, Inc

After review, evaluation and consideration of all available information related to the requirements and evaluation criteria of the RFP, the Evaluation Committee has determined that the proposal submitted by **Raymond James and Associates, Inc.** with a total score of **89.67**, is the recommended vendor for the award of #24RFP1337774C-MH, "Financial Advisory Services".

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The Evaluation Committee members attest that each member scored each proposal independently in accordance with the evaluation criteria set forth in the Request for Proposal and that their individual score is a part of the final scores in the attached Evaluation Matrix.

**SELECTION COMMITTEE MEMBERS:**

Signed by:  
  
43EAB45F3E5E400...  
Ray Turner, Deputy Director

Signed by:  
  
3B7966D9D7CE482...  
Bryce Riddle, Investment officer

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DFF2D9426C7C48E...  
Jaunius Simokaitis, Utility Billing & Collections Manager

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| <b>EVALUATION CRITERIA</b>                          | <b>WEIGHT</b> | <b>Raymond James &amp; Associates, Inc.</b> | <b>Davenport &amp; company, LLC</b> | <b>Public Resources Advisory Group, Inc</b> | <b>First Tryon Securities, LLC d/b/a First Tryon Advisors</b> | <b>PFM Financial Advisors, LLC</b> |
|---|---------------|---|-------------------------------------|---|---|------------------------------------|
| <b>Project Plan/Approach to Work</b>                | <b>20</b>     | <b>16.67</b>                                | <b>16.67</b>                        | <b>15</b>                                   | <b>18.33</b>  | <b>13.33</b>                       |
| <b>Qualification of Key Personnel</b>               | <b>20</b>     | <b>16.67</b>                                | <b>16.67</b>                        | <b>16.67</b>                                | <b>16.67</b>  | <b>16.67</b>                       |
| <b>Relevant Project Experience/Past Performance</b> | <b>20</b>     | <b>20</b>                                   | <b>16.67</b>                        | <b>16.67</b>                                | <b>18.33</b>  | <b>16.67</b>                       |
| <b>Availability of Key Personnel</b>                | <b>10</b>     | <b>8.33</b>                                 | <b>8.33</b>                         | <b>7.5</b>                                  | <b>7.5</b>  | <b>8.33</b>                        |
| <b>Local Preference</b>                             | <b>5</b>      | <b>5</b>                                    | <b>5</b>                            | <b>0</b>                                    | <b>0</b>  | <b>5</b>                           |
| <b>Service Disabled Veterans Preference</b>         | <b>2</b>      | <b>0</b>                                    | <b>2</b>                            | <b>0</b>                                    | <b>0</b>  | <b>0</b>                           |
| <b>Cost Proposal</b>                                | <b>23</b>     | <b>23</b>                                   | <b>17.21</b>                        | <b>20.37</b>                                | <b>15</b>   | <b>15.12</b>                       |
| <b>TOTAL SCORE:</b>                                 | <b>100.00</b> | <b>89.67</b>                                | <b>82.55</b>                        | <b>76.21</b>                                | <b>75.83</b>  | <b>75.12</b>                       |

*\*To sum Total Score columns highlight the row and press F9*