The Town of Davie's Ordinal Ranking Process for Competitive Solicitations

The Town of Davie has implemented the **Ordinal Ranking Process** for evaluating competitive solicitations, including **Requests for Proposals (RFPs)**, **Requests for Qualifications (RFQs)**, **Invitations to Negotiate (ITNs)**, and other solicitation types that require an evaluation committee review.

This methodology enhances the evaluation process by focusing on **comprehensive decision-making** rather than siloed, weighted criteria that can inadvertently skew results. The approach ensures that subject matter experts can **easily understand and apply the ranking process**, ultimately leading to the selection of the **best overall solution** for the organization.

Why Ordinal Ranking?

Unlike traditional scoring methods that assign numerical values to individual criteria, **ordinal** ranking considers all evaluation criteria equally, allowing evaluators to determine the best-valued solution holistically. Each evaluator ranks vendors in order of preference (e.g., 1 for the top-ranked firm, 2 for the second-ranked, and so forth). This method helps to:

- ✓ Eliminate subjectivity: Different evaluators may interpret numeric scales differently (e.g., one evaluator may score a firm as a 5, while another might score a similar firm as a 7). These discrepancies can significantly impact the final outcome. Ordinal ranking ensures a more consistent approach.
- ✓ Simplify training and implementation: This ranking system is easier for staff, especially those new to the RFP process or with limited procurement experience, to understand and apply.
- ✓ Reduce evaluation bias and inconsistencies: When using traditional weighted scoring, firms could receive nearly identical scores but be judged differently based on minor numerical differences. Ordinal ranking ensures a clearer and more decisive selection process.
- ✓ **Minimize vendor protests:** By removing arbitrary numerical scoring discrepancies, this process helps mitigate claims or challenges from vendors arguing over subjective score differences.

Key Advantages of Ordinal Ranking

Reduces Ambiguity in Evaluations

Ambiguous rating scales (e.g., "likely" or a score of "4 on a scale of 0-6") can mean different things to different evaluators. Ordinal ranking provides a structured approach that reduces confusion and ensures a common understanding among evaluation committee members.

☞ Preserves the Overall Judgment of the Vendor

Focusing on individual weighted elements can distract from assessing the vendor as a whole.

Ordinal ranking allows evaluators to focus on selecting the best overall provider rather than breaking down scores into isolated categories.

Encourages Fair and Objective Comparisons

Comparative, relative ranking introduces less variation than absolute numerical scoring, leading to a more reliable and defendable evaluation outcome.

Enhances Accuracy in Selection Decisions

It is **more effective** to compare proposals directly and rank firms in order of preference rather than relying on absolute scoring scales that attempt to quantify merit independently.

Supporting Industry Best Practices

Our methodology aligns with best practices in procurement evaluation, as highlighted in Richard Pennington's article on NIGP NSITE, "Reducing the Noise in Evaluation." This resource reinforces the benefits of ordinal ranking in mitigating evaluation inconsistencies.

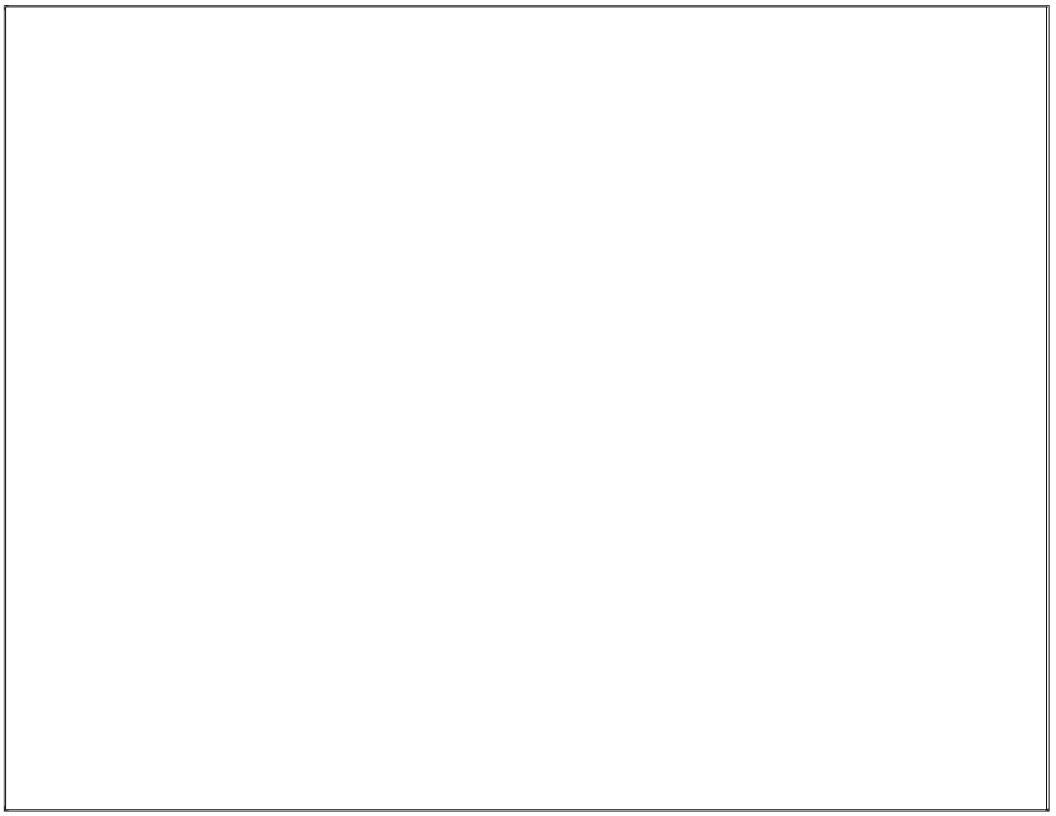
https://nsite.nigp.org/blogs/richard-pennington1/2021/06/19/reducing-noise-in-procurementevaluations

Additionally, we have included:

- **✓** Samples of Individual Score Sheets
- Overall Ranking Documentation
- Solicitation Language Related to the Evaluation Process

By adopting ordinal ranking, the Town of Davie ensures a fair, transparent, and effective evaluation process that identifies the **best-value solution** for the organization.

REVIEW COMMITTEE EVALUATION FORM Solicitation Number and Name: _____ Review Meeting Date: **Evaluation Criteria:** Rank the proposals on the following page according to the above criteria, with one (1) being the highest ranking and being the lowest. Name of Reviewer: Title: Department: Signature:



3.5 EVALUATION & SELECTION METHOD AND CRITERIA

All responses will be reviewed and evaluated by a Review Committee to be designated by the Town Administrator or his/her designee. A recommendation for award will be submitted to the Town

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Administrator for final approval. The responses shall be evaluated based on the criteria below in order to determine the responses that are in the best overall interest of the Town.

Awards will be made only to responsible, licensed firms possessing the potential ability to perform successfully under the terms and conditions of these specifications. Proposers must be regularly engaged in the trade or trades relating to the proposals submitted.

1. Process

The selection process shall be as follows:

- A. The Review Committee (the "Committee") will first evaluate all firms' qualifications and references in accordance with the Evaluation Criteria below. The Committee shall rank and shortlist firms, where one (1) is the top ranked and so forth. In the event of a single ranking, the Review Committee will evaluate to determine if the sole respondent is in the best interest of the Town. The Review Committee will rank either with a one (1) to confirm negotiations with the sole respondent or a zero (0) to reject the sole respondent.
- B. At the Committee's discretion, top ranked firms may be asked to come in for oral presentations and/or interviews (continue to "D" below).
- C. If presentations are not requested, contract negotiations will then commence with the top ranked firm following Town Council shortlist approval.
- D. If firms are asked to come in for oral presentations and/or interviews:
 - i. Procurement will establish the schedule and firms will be notified within a reasonable time period (see schedule provided herein), in advance of the date, time and place of the presentations. Equal time will be allotted for each firm. The format may consist of formal presentations, questions and answers, and discussion for clarification purposes. The specific format for presentations will be provided to proposers with the notifications. Oral presentations and/or interview sessions will not be open to the public.
 - ii. After the oral presentations, interviews and/or proposer facility site visits, the Committee will then conduct a final ranking in accordance with the criteria in item "2" below to determine the top ranked firm considered to be the most capable of performing the required project in the best interest of the Town. The Committee's recommendation will be brought for approval.
- E. The Negotiations Team will negotiate a final agreement beginning with the best evaluated Respondent. Should negotiations be unsuccessful, the Negotiations Team will terminate negotiations with the firm and initiate negotiations with the second-ranked firm and so forth until successful negotiation.
- F. The department will then prepare the agenda item for the next available Council meeting and request the Town Council to approve the final contract, if applicable.

2. Evaluation Criteria

The selection of a Respondent with who to contract shall be based on the proposal most advantageous to the Town based on the "best value to the Town" using the following criteria:

- Best Overall Approach to the Scope of Work
- Firm Qualifications & Experience
- Resources and Availability
- Experience with Governmental Entities
- Client References and Past Performance

- Price Proposal Local Preference Warranty Delivery and completion Times