

Community Cultural Equity Plan – Proposal Evaluation Instructions

Thank you for assisting with the review of proposals. Please use the following criteria to score each proposal. Scores will help us narrow the list to 3–5 finalists. In addition to your scores, please include notes for any red flags, exceptional strengths, or considerations you would like staff to review.

Guidelines:

- Score each category from 1 (poor) to 5 (excellent).
- Weighted scores are based on the importance of each category.
- The system will average scores across all evaluators.
- Indicate if you believe a proposal belongs in your Top 3.
- Submit your completed sheet by the deadline.

Evaluation Categories and Weights:

Understanding of Scope & Goals (20%): Does the proposal demonstrate a clear understanding of Culver City's goals for the Community Cultural Equity Plan, including alignment with the General Plan, Parks Plan, and related initiatives?

Relevant Experience (20%): Does the team bring strong qualifications in cultural planning, equity-based approaches, and municipal/community projects?

Community Engagement Approach (20%): How strong are the firm's strategies for reaching diverse communities, especially SB 1000 Priority Neighborhoods? Do they demonstrate capacity to facilitate inclusive dialogue and incorporate feedback into recommendations?

Team Expertise & Capacity (15%): Does the staffing plan reflect the ability to deliver within timeline and budget? Are roles, responsibilities, and coordination with City staff and partners clear?

Equity & Inclusion Commitment (10%): Does the proposal show a deep commitment to equity and inclusion? How well do they integrate equity frameworks throughout their process?

Project Management & Deliverables (10%): Is the proposed work plan feasible and well-structured? Are deliverables clear, realistic, and tailored to Culver City?

Budget & Value (5%): Is the budget realistic, transparent, and cost-effective relative to the proposed scope of work? Does it provide strong value for the City's investment?

Notes:

- Red flags (feasibility concerns, missing elements, etc.)
- Strengths or reasons for strong support
- Any other considerations to guide staff and the Subcommittee