



November 21, 2024

To: Cocoa City Council

Re: Evaluation Committee Recommendation of Proposal for RFP P-25-02-COC

The City of Cocoa Purchasing Division solicited the RFP for the development of affordable housing in the Michael C Blake Subdivision in the City's bidding platform, VendorLink, on September 20, 2024. The solicitation was simultaneously advertised in the Florida Today newspaper and posted to the City of Cocoa's website. A total of 1,629 notifications were sent out to vendors with 39 individual downloads of the RFP.

Proposals were due on October 25, 2024, at 3:00PM local time and a public proposal opening was conducted immediately after by the Purchasing Division. The City received just a single proposal from Lennar Homes, LLC.

On October 29, 2024, the Evaluation Committee held a public meeting to review the response to the solicitation. The committee was comprised of the following individuals:

- Charlene Neuterman, Community Services Director, City of Cocoa
- Rebecca Bowman, Finance Director, City of Cocoa
- Angelia Smith, Board Member, Diamond Square CRA

During the meeting, the committee reviewed the RFP requirements, the evaluation criteria and the proposal submitted. The committee decided that in addition to the written submittal, an oral presentation would be required by the proposer to facilitate the evaluation process.

Representatives from Lennar met with the Evaluation Committee in person on November 15, 2024, at 1:30PM to present their proposal and to respond to questions after which the evaluation committee members independently submitted their scoring results to the Purchasing Division and then reconvened later the same day at 3:00 PM in a public meeting to discuss their scoring results and make a recommendation to City Council.

The scoring results were compiled by the Purchasing Division and summarized in the following table:

Criteria	Professional Experience	Project Design	Financing Plan	Development Schedule	Total
Weight	20	30	20	30	100
Lennar Homes, LLC	20	28.33	19.17	28.67	96.17
Rebecca Bowman	20	28	20	28	96
Charlene Neuterman	20	30	20	28	98
Angelia Smith	20	27	17.5	30	94.5

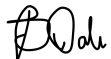
The submittal by Lennar Homes, LLC was considered by the committee to be extremely professional and complete. The proposer has long-term experience in the Florida housing market including with developing affordable housing. The development concept was thoughtful and includes more home sites than what was thought possible in the request. The various home designs offer multiple options for home elevations, and living area square footage with price points being lower than the HUD maximum sales price of \$273,000 making them attainable to buyers with household income levels ranging from 30% to 120% of Brevard County's Area Median Income (AMI).

Based on this review, the evaluation committee recommends that the proposal submitted by Lennar Homes LLC be considered by the City Council for selection and further negotiations as indicated in section IV of the RFP.

A copy of the evaluation scoring results and evaluator comments are attached to this recommendation for your review.

Should there be additional questions or clarification needed please contact the Purchasing Department at purchasing@cocoafl.gov.

Sincerely,



Brian Dale
Purchasing Manager
City of Cocoa



CITY OF COCOA EVALUATION COMMITTEE SCORING SUMMARY

Title Purchase/Disposal of Surplus Real Estate for the Development of Affordable Housing in the Michael C Blake Subdivision
Number P-25-02-COC
Phase Evaluation Committee Recommendations

Scores

Criteria	Professional Abilities/Experience	Development Concept and Project Design	Financing Plan	Development Schedule	Total
Weight	20	30	20	30	100
Lennar Homes, LLC	20	28.33	19.17	28.67	96.17
Rebecca Bowman	20	28	20	28	96
Charlene Neuterman	20	30	20	28	98
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Respondent: Lennar Homes, LLC

Criteria: Professional Abilities/Experience

Evaluator: Charlene Neuterman

Comment: Lennar`s team was extremely professional and demonstrated their abilities to complete this project.

Evaluator: Angelia Smith

Comment: Seems to have good background and expertise with building attainable homes in today`s market. Understands that this is a lower income area, and have worked with areas like this before.

Evaluator: Rebecca Bowman

Comment: Long-term experience in the Florida housing market. Team has relevant experience - particularly with affordable housing.

Criteria: Development Concept and Project Design

Evaluator: Charlene Neuterman

Comment: The development concept and design was thoughtful and presented a design that includes more home sites on the same footprint. Very impressive.

Evaluator: Angelia Smith

Comment: Thoughtful concept in building out specifics for parking and privacy with landscaping. Would like to be able to include irrigation, but they are unsure of that for the time being.

Evaluator: Rebecca Bowman

Comment: I like the different elevations of the homes, design of them and different square footage and price points, giving opportunity for people of various income levels to purchase a home. It makes it look like a community rather than rows of the same home. The landscaping makes the homes look inviting. They also considered room for more than 1 car by doing a 1 car garage, but a driveway big enough to support 2 additional cars.

Criteria: Financing Plan

Evaluator: Charlene Neuterman

Comment: Lennar does not have any issues with self-financing the construction to complete this project. Their track record is commendable. Lennar is utilizing their own financing arm to work with the potential homeowners to complete the sale of each home.

Evaluator: Angelia Smith

Comment: Somewhat dependent on cost of goods/materials needed, but aware that affordability/attainability is a high need for this subdivision.

Evaluator: Rebecca Bowman

Comment: They will do all financing themselves, which reduces the pressure to get the homes built due to financing through a bank. They have strong financial resources. I also like it that they give back to the community by contributing \$1,000 toward the Lennar Foundation.

Criteria: Development Schedule

Evaluator: Charlene Neuterman

Comment: The development schedule is aggressive and hopefully attainable with the unforeseen challenges that can occur during a project. Overall, I believe the schedule fits with the plan of the City.

Evaluator: Angelia Smith

Comment: Seems to be flexible and amenable with meeting the city's dedicated timeline for the homes to be ready for purchase.

Evaluator: Rebecca Bowman

Comment: This is a very assertive development schedule which shows their commitment to getting the houses built quickly. They are willing to begin plan review and work on permits concurrently to speed up the project. They are willing to pay for all permits and fees, which results in 0 revenue loss to the City. They will be ready to start building immediately following CIC approval.