



## **Evaluation and Scoring: Urban Forest Management Plan**

## OVERVIEW AND BEST VALUE DEFINITION

This document presents the rewarded contractor from the RFP Process and the score averages from the evaluation process by the Town of Wake Forest (“Town”) for the proposals received in response to the Request for Proposals for Urban Forestry Management Plan for the Town of Wake Forest.

Proposals must conform to the specifications described in the RFP.

The Town’s primary desire in this procurement is to ensure that an award of contract will be made based on the highest quality of service proposed that best matches the Town’s requirements using “Best Value” methodology as well as consideration for ability of continuation of current services provided by the Town.

Best Value is defined as follows:

*“Best Value” is a selection process in which proposals contain both price and qualitative components, and award of contract is based upon a combination of price and qualitative considerations. Qualitative considerations may include technical design, technical approach, quality of proposed personnel, ability to provide already established services, and/or management plan. The award selection is based upon consideration of a combination of technical, service, and price factors to determine (or derive) the offer deemed most advantageous and of the greatest value and continuation of current services to the Town.*

## EVALUATION APPROACH

Technical proposals will be evaluated first. The technical evaluation will include evaluation of the offeror’s: (1) technical ability; (2) past performance (reference checks); (3) financial ability; and (4) interviews with key management staff.

# RFP EVALUATION SCORING AVERAGE

A reference rating will be provided for each section. Any number between 0 and the maximum point number may have been utilized for scoring.

Evaluation Factor	Max Point	Proposer Company				
		Davey	Arbor Pro	Eocene	Plan It Geo	
<b>Qualification of the firm</b>						
<i>Evaluate this factor based on information provided by the Evaluation Advisor and refer to RFP sections "evaluation criteria".</i>						
Qualifications outlined and requested services outlined in scope of work. <i>10=Qualifications met, scope of work exactly as requested.; 5= some qualifications met, scope of work mostly met; 3=necessary information provided ; 0=No information provided.</i>	20	18.33	15.33	16.33	20	
<b>Overall qualifications of the project manager and project team</b>						
<i>Evaluate this factor based on your review of the technical proposal and refer to RFP Sections "evaluation criteria".</i>						
Qualifications <i>15= proposal exceeds qualification requirements of the Town; 10= proposal meets qualification requirements of the Town; 5= proposal meets most qualification requirements of the Town 0= proposal does not meet the requirements of the Town</i>	15	14.66	12.33	12.66	14.66	
<b>Project approach and project understanding</b>						
<i>Evaluate this factor based on your review of the technical proposal and refer to RFP Sections "evaluation criteria".</i>						
Qualifications <i>30= Adequately responded to all requirements; 20 = Responded to most requirements 10= responded to some requirements; 0= No requirements met</i>	30	28	16.66	22.33	28.66	
<b>Relevant Experience</b>						
<i>Evaluate this factor based on report to be comparable to surrounding services and costs of services and refer to RFP Sections "Scope of Work and Contract Requirements".</i>						
30= Proposed information provided exceeds expectations; 20= Proposed information provided meets expectations; 15= Proposed information provided almost meets expectations; 10= Proposed information provided hardly meets expectations; 5= Proposed information provided meets little to no expectations; 0= Not enough information was provided for review	30	29	21.66	22.33	28.66	
<b>Project Cost</b>						
<i>Evaluate this factor based on vendor interviews.</i>						
5= closely aligns with amount budgeted 3=aligns with amount budget 0=does not align with amount budgeted	5	1.33	5	5	5	
<b>Total – All Evaluation Points</b>	<b>100</b>	<b>91.32</b>	<b>70.98</b>	<b>78.65</b>	<b>96.98</b>	

**All inquiries for information concerning this Request for Proposals shall be directed to:**

Luke Devores  
Urban Forestry Program Manager  
234 Friendship Chapel Rd  
Wake Forest, NC 27587  
919-435-9565  
[ldevores@wakeforestnc.gov](mailto:ldevores@wakeforestnc.gov)