



## METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Pamela Evans  
Finn Partners Inc.  
700 12<sup>th</sup> Avenue S., Ste. 400  
Nashville, TN 37203

Re: **RFQ # 115212, Sustainability Education and Behavioral Engagement**

Dear Ms. Evans:

The Metropolitan Government of Nashville and Davidson County (Metro) has completed the evaluation of submitted solicitation offer(s) to the above RFQ # 115212 for Sustainability Education and Behavioral Engagement. This letter hereby notifies you of Metro's intent to award to Finn Partners Inc., contingent upon successful contract negotiations. Please provide a certificate of Insurance indicating all applicable coverages within 15 business days of the receipt of this letter.

If the Equal Business Opportunity (EBO) Program requirements were a part of this solicitation, the awardee must forward a signed copy of the "Letter of Intent to Perform as Subcontractor/Subconsultant/Supplier/Joint Venture" for any minority/women-owned business enterprises included in the response to the Business Assistance Office within two business days from this notification.

Additionally, the awardee will be required to submit evidence of participation of and contractor's payment to all Small, Minority, and Women Owned Businesses participation in any resultant contract. This evidence shall be submitted monthly and include copies of subcontracts or purchase orders, the Prime Contractor's Application for Payment, or invoices, and cancelled checks or other supporting payment documents. Should you have any questions concerning this requirement, please contact Evans Cline, BAO Representative, at 615-862-6137 or at [evans.cline@nashville.gov](mailto:evans.cline@nashville.gov).

Depending on the file sizes, the responses to the procurement solicitation and supporting award documentation can be made available either by email, CD for pickup, or in person for inspection. If you desire to receive or review the documentation or have any questions, please contact Christina Alexander by email at [christina.alexander@nashville.gov](mailto:christina.alexander@nashville.gov) Monday through Friday between 8:30am and 3:30pm.

Thank you for participating in Metro's competitive procurement process.

Sincerely,

*Michelle A. Hernandez Lane*  
Michelle A. Hernandez Lane  
Purchasing Agent

Cc: Solicitation File, Other Offerors

**Pursuant to M.C.L. 4.36.010 Authority to resolve protested solicitations and awards.**

**A. Right to Protest.** Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Purchasing Agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

Procurement Division

730 Second Avenue South, Suite 112  
P.O. Box 196300  
Nashville, Tennessee 37219-6300

[www.Nashville.gov](http://www.Nashville.gov)  
Phone: 615-862-6180  
Fax: 615-862-6179

| <b>RFQ 115212 Sustainability Education and Behavioral Engagement<br/>Evaluation Committee Score Sheet</b> |                          |                                     |                      |
|---|--------------------------|-------------------------------------|----------------------|
| <b>Offeror</b>  | <b>Finn Partners Inc</b> | <b>Yonder<br/>Neighborhoods LLC</b> | <b>Redpepper LLC</b> |
| <b>Contract Acceptance</b>  | Yes                      | Yes                                 | Yes                  |
| <b>Cost (40)</b>  | 40.00                    | 20.58                               | 28.16                |
| <b>Qualifications and Experience (30)</b>   | 23.00                    | 24.00                               | 14.00                |
| <b>Service Delivery (30)</b>  | 25.00                    | 24.00                               | 25.00                |
| <b>Total Evaluation Scores</b>  | <b>88.00</b>             | <b>68.58</b>                        | <b>67.16</b>         |

### **Evaluation Comments**

| <b>Finn Partners Inc</b>  |
|---|
| <b>Strengths</b>  |
| Firm's proposal demonstrated similar project experience. Firm's proposed public engagement work. Firm's multilingual capacity. Firm's proposed kiosk plan. Firm's proposal demonstrated and provided all other required information with the exception of the weaknesses noted below.                             |
| <b>Weaknesses</b>   |
| Firm's explanation to deliver goods and services lacked detail for content graphic design. Website, backup & recovery lacked detail. Output vs. outcome focus. Failed to provide narrative on proposed project team for this project. Failed to address testing project. subcontractor information lacked detail. |

### **Yonder Neighborhoods LLC**

#### **Strengths**

Website management. Kiosk management. Socket Branch, Zoom webinar & Tik-Tok. Firm's proposal demonstrated and provided all other required information with the exception of the weaknesses noted below.

#### **Weaknesses**

Public engagement campaign lacked detail. Brand promotion lacked detail. Examples lacked detail. Behavior Change lacked detail. Graphic design lacked detail. Social media and content creation lacked detail, no measure to know it's successful. No statistics provided, more technical than socket related. Testing routines lacked detail.

### **Redpepper LLC**

#### **Strengths**

TVA workshops. Team member availability. Firm's proposal demonstrated and provided all other required information with the exception of the weaknesses noted below.

#### **Weaknesses**

Proposal lacked detail overall. Reference projects lacked detail, unrelated to this solicitation. Failed to respond to ADA and Social Media sections. Trusted partner lacked detail. Team member roles lacked detail. Public engagement lacked detail. Website and kiosk management lacked detail, not socket related. Subcontractor information lacked detail.

| Enter Solicitation Title & Number Below                      |                |                 |
|--|----------------|-----------------|
| Sustainability Education & Behavioral Engagement; RFQ 115212 |                |                 |
|  |                | <b>40</b>       |
| Offeror's Name   | Bids           | RFP Cost Points |
| Finn Partners, Inc.  | \$2,081,616.00 | <b>40.00</b>    |
| Redpepper LLC  | \$2,956,923.19 | <b>28.16</b>    |
| Yonder Neighborhoods LLC                                     | \$4,045,000.00 | <b>20.58</b>    |

## BAO Small Business Assessment Sheet

BAO Specialist: Evans Cline

Contract Specialist: Christina Alexander

Date: 6/28/21

Department Name: General Services

RFQ#: 115212

Project Name: Sustainability Education and Behavioral Engagement

| Primary Contractor* | Prime Bid Amount | Total Proposed SBE (\$) | Acknowledged SBE Requirement ? | SBE (%) | Comments  |
|---------------------|------------------|-------------------------|--------------------------------|---------|---|
| Finn Partners, Inc  | \$ 2,081,616.00  | \$ 728,565.00           | Yes                            | 35%     | The prime is not an approved SBE and acknowledged the 6% SBE/SDV requirement over the life of the contract. Prime proposed the utilization of the following SBEs: <b>Wilmot, Inc</b> \$353,874/17% and <b>MPYER Consulting</b> \$374,691/18%. |



## Statement of M/WBE Utilization

|   |  |
|---|--|
| Proposer's/Firm's Name: <b>Finn Partners Inc.</b>                             | Proposer's Phone #: <b>615-244-1818</b>                        |
| Solicitation Title: <b>Sustainability Education and Behavioral Engagement</b> | Proposer's Email Address: <b>pamela.evans@finnpartners.com</b> |
| Solicitation #: <b>115212</b>   | Amount Self-performed : <b>1,477,947.00</b>                    |
| Proposer's/Firm's Ownership: <b>Non-M/WBE</b> <input type="checkbox"/>        | Total Bid Amount: <b>\$2,081,616.00</b>                        |
| <b>Proposed EBO Goal (%)</b> : <u>18</u> MBE% <u>11</u> WBE%                  | EBO Goal Met? (Y/N) <b>YES</b> <input type="checkbox"/>        |

The following MWBE\* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

|   | MBE/WBE Firm Name | MBE/WBE Firm Address                              | Phone/E-Mail | Certificate                  |                            | Code #<br>UNSPS/NAICS | Description of Work              | MBE/WBE<br>Dollars (\$) | Percent<br>of Total Contract |
|---|-------------------|---|--------------|------------------------------|----------------------------|-----------------------|----------------------------------|-------------------------|------------------------------|
|   |                   |   |              | Type<br>(MBE or WBE)         | * MBE/WBE<br>Group Type *  |                       |                                  |                         |                              |
| 1 | Wilmot Inc.       | 3811 Central Ave., Nashville, TN 37203            | 615.385.1220 | WBE <input type="checkbox"/> | 5 <input type="checkbox"/> | 77101700              | Environmental Education Services | \$353,874               | 17%                          |
| 2 | MPYER Consulting  | 901 Broadway, P.O. Box 23063, Nashville, TN 37202 | 877.876.7937 | MBE <input type="checkbox"/> | 1 <input type="checkbox"/> | 80140000              | Community Outreach               | \$374,691               | 18%                          |
| 3 |                   |   |              | Select                       | Select                     |                       |                                  |                         |                              |
| 4 |                   |   |              | Select                       | Select                     |                       |                                  |                         |                              |
| 5 |                   |   |              | Select                       | Select                     |                       |                                  |                         |                              |
| 6 |                   |   |              | Select                       | Select                     |                       |                                  |                         |                              |
| 7 |                   |   |              | Select                       | Select                     |                       |                                  |                         |                              |

*I am the duly authorized representative and certify the facts and representations contained in this form and supporting documents are true and correct.*

|   |                           |
|---|---------------------------|
| Authorized Representative (Printed Name/Title/Signature)<br><b>Pamela Evans</b> <i>Pamela Evans</i> | Date<br><b>06/11/2021</b> |
|---|---------------------------|

\*Note: MWBE is defined as business enterprise maintaining a significant business presence in the Program Area & performing a commercial useful function that is owned by one or more of the following: (1) African Americans (2) Native Americans, (3) Hispanic Americans, (4) Asian Americans, and (5) Women.

|   |                                       |  |
|---|---------------------------------------|--|
| <b>Has Prime Complied with EBO Goal?</b> YES <input type="checkbox"/> | <b>For Internal Office Use ONLY</b>   | <b>BAO Only</b> <input type="checkbox"/> |
|   | <i>If No, Good Faith Efforts Met?</i> |  |

**BAO Representative:** Evans Cline

**Date:** 06/28/21

|                                     |             |  |                   |
|-------------------------------------|-------------|--|-------------------|
| <b>Total MBE Subcontracting</b>     | <u>18</u> % |  | <u>\$ 374,691</u> |
| <b>Total WBE Subcontracting</b>     | <u>17</u> % |  | <u>\$ 353,874</u> |
| <b>Total MBE/WBE Participation:</b> | <u>35</u> % |  | <u>\$ 728,565</u> |

**Certificate Of Completion**

|  |                              |
|--|------------------------------|
| Envelope Id: 72157D46F1A34A44BF001393C018C45E          | Status: Completed            |
| Subject: Please DocuSign: RFQ 115212 - Intent to Award |                              |
| Source Envelope:                                       |                              |
| Document Pages: 6                                      | Signatures: 1                |
| Certificate Pages: 2                                   | Initials: 0                  |
| AutoNav: Enabled                                       | Envelope Originator:         |
| Envelope Stamping: Enabled                             | Zak Kelley                   |
| Time Zone: (UTC-06:00) Central Time (US & Canada)      | 730 2nd Ave. South 1st Floor |
|  | Nashville, TN 37219          |
|  | Zak.Kelley@Nashville.gov     |
|  | IP Address: 104.189.125.42   |

**Record Tracking**

|                                      |  |                    |
|--------------------------------------|--|--------------------|
| Status: Original                     | Holder: Zak Kelley   | Location: DocuSign |
| 7/13/2021 6:33:23 PM                 | Zak.Kelley@Nashville.gov                                       |                    |
| Security Appliance Status: Connected | Pool: StateLocal   |                    |
| Storage Appliance Status: Connected  | Pool: Metropolitan Government of Nashville and Davidson County | Location: DocuSign |

**Signer Events**

| Signer Events   | Signature   | Timestamp  |
|---|---|--|
| Michelle A Hernandez Lane<br>michelle.lane@nashville.gov<br>Chief Procurement Officer/Purchasing Agent<br>Metro | <i>Michelle A Hernandez Lane</i><br><br>Signature Adoption: Pre-selected Style<br>Using IP Address: 170.190.198.190 | Sent: 7/13/2021 6:35:16 PM<br>Viewed: 7/14/2021 11:51:34 AM<br>Signed: 7/14/2021 11:52:25 AM |
| Security Level: Email, Account Authentication (None)  |   |  |

**Electronic Record and Signature Disclosure:**  
Not Offered via DocuSign

**In Person Signer Events**

**Signature**

**Timestamp**

**Editor Delivery Events**

**Status**

**Timestamp**

**Agent Delivery Events**

**Status**

**Timestamp**

**Intermediary Delivery Events**

**Status**

**Timestamp**

**Certified Delivery Events**

**Status**

**Timestamp**

**Carbon Copy Events**

**Status**

**Timestamp**

|  |               |  |
|--|---------------|--|
| Christina Alexander<br>christina.alexander@nashville.gov<br>Security Level: Email, Account Authentication (None) | <b>COPIED</b> | Sent: 7/14/2021 11:52:30 AM<br>Viewed: 7/14/2021 12:38:44 PM |
| <b>Electronic Record and Signature Disclosure:</b><br>Not Offered via DocuSign                                   |               |  |

|  |               |                             |
|--|---------------|-----------------------------|
| PRG<br>prg@nashville.gov<br>Metropolitan Government of Nashville and Davidson County | <b>COPIED</b> | Sent: 7/14/2021 11:52:31 AM |
| Security Level: Email, Account Authentication (None)                                 |               |                             |

**Electronic Record and Signature Disclosure:**  
Not Offered via DocuSign

**Witness Events**

**Signature**

**Timestamp**

| <b>Notary Events</b> | <b>Signature</b> | <b>Timestamp</b> |
|----------------------|------------------|------------------|
|----------------------|------------------|------------------|

| <b>Envelope Summary Events</b> | <b>Status</b> | <b>Timestamps</b> |
|--------------------------------|---------------|-------------------|
|--------------------------------|---------------|-------------------|

|                     |                  |                       |
|---------------------|------------------|-----------------------|
| Envelope Sent       | Hashed/Encrypted | 7/13/2021 6:35:16 PM  |
| Certified Delivered | Security Checked | 7/14/2021 11:51:34 AM |
| Signing Complete    | Security Checked | 7/14/2021 11:52:25 AM |
| Completed           | Security Checked | 7/14/2021 11:52:31 AM |

| <b>Payment Events</b> | <b>Status</b> | <b>Timestamps</b> |
|-----------------------|---------------|-------------------|
|-----------------------|---------------|-------------------|