



Notice of Intent to Award

| | | | |
|---------------------|---------------------------|-------------|-----------------------------------|
| Solicitation Number | 365340 | Award Date | 2/21/2024 6:46 PM CST |
| Solicitation Title | Homesharing Pilot Program | | |
| Buyer Name | Christina Alexander | Buyer Email | christina.alexander@nashville.gov |
| BAO Rep | Joe Ann Carr | BAO Email | joeann.carr@nashville.gov |

Awarded Supplier(s)

In reference to the above solicitation and contingent upon successful contract negotiation, it is the intent of the Metropolitan Government of Nashville and Davidson County to award to the following supplier(s):

| | | | | |
|----------------|--|-----------------|---------------|------------------------------|
| Company Name | Nesterly Inc | Company Contact | Noelle Marcus | |
| Street Address | 6312 SW Capitol Hwy 97239 Box Number 447 | | | |
| City | Portland | State | OR | Zipcode 97239 Box Number 447 |

| | | | | |
|----------------|--|-----------------|--|---------|
| Company Name | | Company Contact | | |
| Street Address | | | | |
| City | | State | | Zipcode |

| | | | | |
|----------------|--|-----------------|--|---------|
| Company Name | | Company Contact | | |
| Street Address | | | | |
| City | | State | | Zipcode |

Certificate of Insurance

The awarded supplier(s) must submit a certificate of insurance (COI) indicating all applicable coverage required by the referenced solicitation. The COI should be emailed to the referenced buyer no more than 15 days after the referenced award date.

Equal Business Opportunity Program

Where applicable, the awarded supplier(s) must submit a signed copy of the letter of intent to perform for any and all minority-owned (MBE) or woman-owned (WBE) subcontractors included in the solicitation response. The letter(s) should be emailed to the referenced business assistance office (BAO) rep no more than two business days after the referenced award date.

Yes, the EBO Program is applicable.

No, the EBO Program is not applicable.

Monthly Reporting

Where applicable, the awarded supplier(s) will be required monthly to submit evidence of participation and payment to all small (SBE), minority-owned (MBE), women-owned (WBE), LGBT-owned (LGBTBE), and service disabled veteran owned (SDV) subcontractors. Sufficient evidence may include, but is not necessarily limited to copies of subcontracts, purchase orders, applications for payment, invoices, and cancelled checks.

Questions related to contract compliance may be directed to the referenced BAO rep.

Yes, monthly reporting is applicable.

No, monthly reporting is not applicable.

Public Information and Records Retention

Solicitation and award documentation are available upon request. Please email the referenced buyer to arrange.

A copy of this notice will be placed in the solicitation file and sent to all offerors.

Right to Protest

Per MCL 4.36.010 – 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.

MLL Supervisor (Initial)

Michelle A. Hernandez Lane

Michelle A. Hernandez Lane
Purchasing Agent & Chief Procurement Officer

**RFQ 365340 Homesharing Pilot Program
Evaluation Committee Score Sheet**

| | |
|--|---------------------|
| Offeror | Nesterly Inc |
| Contract Acceptance | Yes |
| Cost (10 Points) | 10.00 |
| Experience and Capacity (25 Points) | 25.00 |
| Approach (30 Points) | 28.00 |
| Technology Vendor (20 Points) | 20.00 |
| Timeline (15 Points) | 13.00 |
| Total Evaluation Scores | 96.00 |

Evaluation Comments

| |
|--|
| Nesterly Inc |
| Strengths |
| <p>Proposal demonstrated established local partnerships. Proposal demonstrated firm's national presence. Proposal demonstrated firm's experience, capacity to perform services, and years of service providing scope of work services. Proposal provided a detailed project approach and detailed information on safety features and Tech vendor. Proposal provided a detailed plan for the use of management systems. Firm proposed under market rate rental availability. Proposal demonstrated extensive experience for founder of company in the field of technology. Proposal demonstrated a detailed and creative sustainability plan.</p> |
| Weaknesses |
| <p>Contract Exceptions. The use of Surveno is not acceptable to Metro, unclear if flexible to accommodate. Firm's proposed ambitious goals lacked detail. Firm's proposed timeline is questionable for scope of work and unclear.</p> |

| Solicitation Title & Number | | | RFP Cost Points | RFP SBE/SDV Points | Total Cost Points |
|---|------------------|------------------------------|-----------------|--------------------|-------------------|
| Homesharing Pilot Program; RFQ# 365340 | | | 8 | 2 | 10 |
| Offeror's Name | Total Bid Amount | SBE/SDV Participation Amount | RFP Cost Points | RFP SBE/SDV Points | Total Cost Points |
| Nesterly Inc | \$299,999.00 | \$240,299.00 | 8.00 | 2.00 | 10.00 |

BAO Small Business Assessment Sheet

| |
|---|
| BAO Specialist: JoeAnn Carr |
| Contract Specialist: Christina Alexander |
| Date: 02/09/2024 |

| |
|----------------------------------|
| Department Name: Planning |
| RFP/ITB Number: 365340 |

Project Name: Homesharing Pilot Program

| Primary Contractor* | Total Proposed SBE/SDV (\$) | Acknowledged SBE/SDV Requirement | SBE/SDV Requirement (%) | Comments |
|---------------------|-----------------------------|----------------------------------|-------------------------|--|
| Nesterly Inc | \$ 299,999 | Yes | 8% | The prime is a metro Approved SBE and has acknowledged the 8% SBE/SDV requirement over the life of the contract and consequences of misrepresentation. The prime proposes to self-perform 80% of the work. |



Statement of M/WBE Utilization

| | |
|--|---|
| Proposer's/Firm's Name: Nesterly Inc. | Proposer's Phone #: (917) 609 5730 |
| Solicitation Title: Homesharing Pilot Program | Proposer's Email Address: noelle@nesterly.com |
| Solicitation #: RFQ 365340,1 | Amount Self-performed : 80% |
| Proposer's/Firm's Ownership: Non-M/WBE | Total Bid Amount: 299,999 |
| Proposed EBO Goal (%) : 10 <u> </u> MBE% 5 <u> </u> WBE% | EBO Goal Met? (Y/N) NO |

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

| | | | Certificate | | | | | |
|-------------------|----------------------|--------------|----------------------|---------------------------|-----------------------|---------------------|-------------------------|------------------------------|
| MBE/WBE Firm Name | MBE/WBE Firm Address | Phone/E-Mail | Type (MBE or WBE) | * MBE/WBE Group Type * | Code # UNSPS/NAICS | Description of Work | MBE/WBE Dollars (\$) | Percent of Total Contract |
| 1 | | | Select | Select | | | | |
| 2 | | | Select | Select | | | | |
| 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) Noelle Marcus | Date 01/15/2024 |
|--|---------------------------|

*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.

| | |
|---|---|
| For Internal Office Use ONLY | For Internal Office Use ONLY |
| Has Prime Complied with EBO Goal? NO | If No, Good Faith Efforts Met? YES |

BAO Representative: JoeAnn Carr **Metro Buyer:** Christina Alexander **Project Manager:** Kaycee Ensign **Date:** 02/09/24

| | | |
|-------------------------------------|-----------|------------|
| Total MBE Subcontracting | 0 _____ % | \$ 0 _____ |
| Total WBE Subcontracting | 0 _____ % | \$ 0 _____ |
| Total MBE/WBE Participation: | 0 _____ % | \$ 0 _____ |

BAO Notes:



EQUAL BUSINESS OPPORTUNITY PROGRAM FORM

Please complete this form to provide Metro with information regarding each individual or entity requesting information about the project or solicited for participation on the project. The list of subcontractors shall include those persons who did not actually submit a price quotation or bid, rather just requested information. Please contact the Business Assistance Office with any questions at 615-880-2814.

Project Name Homesharing Pilot Program

RFP/ITB Number RFQ 365340,1

Part I STATEMENT OF INTERESTED M/WBE SUBCONTRACTORS AND VENDORS

As part of our regular and customary good faith efforts to include MWBE subcontractors, suppliers and joint venturers, Nesterly Inc. Nesterly Inc. has contacted or was contacted by the following certified MWBEs related to our bid/proposal.
(Company Name)

| <i>Business Name & Contact</i> | <i>Phone No</i> | <i>MBE/WBE Certificate Type</i> | <i>Date of Contact</i> | <i>Method of Contact</i> | <i>Who Initiated Contact?</i> | <i>UNSPS Code # for work to be performed</i> | <i>Information Requested</i> |
|---|----------------------|---------------------------------|------------------------|--------------------------|-------------------------------|--|------------------------------|
| Mojo Marketing, Mrs. Monchiere Holmes-Jones | 615-307-1438 | MBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 80171602 | Nesterly reached out |
| VARALLO PUBLIC RELATIONS, Deborah Varallo | 615-367-5200 Ext. 14 | WBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 80171600 | Nesterly reached out |
| MPYER Marketing & Adverstising, Mr. Jamal Hipps | 615-476-6676 | MBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 82100000 | Nesterly reached out |

Part II STATEMENT OF BID/PRICE QUOTATION

This Statement shall include only those potential subcontractors not selected that actually submitted a bid or proposal for the project.

| <i>Business Name & Contact</i> | <i>Phone No</i> | <i>MBE/WBE Certificate Type</i> | <i>Dollar value</i> | <i>Estimated % of total contract value</i> | <i>UNSPS Code # for work to be performed</i> | <i>Work Requested To Be Performed</i> |
|------------------------------------|-----------------|---------------------------------|---------------------|--|--|--|
| Crayons and Marketers | 615-208-6445 | MBE | n/a | n/a | UNSPSC 82100000 | Incomplete proposal: Public relations, marketing, outreach, social media |
| | | | | | | |
| | | | | | | |

Name Noelle Marcus Title CEO

Date 01/15/2024



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|---|-----------------|---------------------------------|------------------------|--------------------------|-------------------------------|--|------------------------------|
| MEPR Agency, Kia Jarmon | 615-592-6377 | MBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 8014 | Nesterly did outreach |
| McNeely Brockman Public Relations, Kelly Brockman | 615-742-8100 | WBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 80140000 | Nesterly did outreach |
| Julie Lilliston Communications LLC, Julie Lilliston | 615-663-2121 | WBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 80140000 | Nesterly did outreach |

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|------------------------------------|-----------------|---------------------------------|---------------------|--|--|---------------------------------------|
| | | | | | | |
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Name Noelle Marcus Title CEO

Date 01/15/2024



EQUAL BUSINESS OPPORTUNITY PROGRAM FORM

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|--|-----------------|---------------------------------|------------------------|--------------------------|-------------------------------|--|------------------------------|
| Imagination Branding, Erin Shedarowich | 972-436-9409 | WBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 80141606 | Nesterly did outreach |
| Culture Shift Team, Inc. Ann Gillespie | 615-480-8667 | MBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 80140000 | Nesterly did outreach |
| CRAYONS & MARKETERS LLC, Mrs. Jacqueline Hayes | 615-208-6445 | MBE | 01/02/24 | Email | Noelle Marcus | UNSPSC 82100000 | Nesterly did outreach |

Part II STATEMENT OF BID/PRICE QUOTATION

This Statement shall include only those potential subcontractors not selected that actually submitted a bid or proposal for the project.

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|------------------------------------|-----------------|---------------------------------|---------------------|--|--|---------------------------------------|
| | | | | | | |
| | | | | | | |
| | | | | | | |

Name Noelle Marcus Title CEO

Date 01/15/2024

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

M/WBE SUBCONTRACTORS GOOD FAITH EFFORTS

SUMMARY SHEET

| | | |
|--|--|---|
| THIS DOCUMENT MUST BE ACCURATELY COMPLETED, SIGNED AND SUBMITTED WITH THE BID OR PROPOSAL (Due with Bid Submission if Applicable) | | |
| Project Name: Homesharing Pilot Program | | Project Number: RFQ 365340,1 |
| Company Name: Nesterly Inc. | Date Submitted: 01/15/2024 | Total Contract Value: 299,999 |
| Address: 6312 SW Capital Hwy Portland OR 97239 Box Number 447 | | Federal Tax ID#: 82-1742514 |
| Contact Person: Noelle Marcus | Email: | Phone #: (917) 609 5730/ noelle@nesterly.com |
| GOOD FAITH EFFORTS SUMMARY SHEET | | |
| Number | Bidder Action(s) | BAO Only |
| 1. | <p>Solicitation and written notice to available and certified MWBEs: Soliciting specific individual MWBEs whose availability as potential sources of goods or services can be reasonably ascertained. This measure includes sending letters or making other personal contacts with specific certified MWBEs including those that the Bidder has contracted with in the past as well as other MWBEs with which the Bidder may be unfamiliar, but whose identities can be ascertained from a directory of certified MWBEs maintained by the BAO.</p> <p>The written notices contain:</p> <ul style="list-style-type: none"> I. Enough information about the plans, specs, and terms & conditions of the solicitation; II. A contact person knowledgeable of the project documents available to answer questions about the condition of the contract; III. Information regarding the Bidder's bonding requirements; IV. The deadline for submission of price quotations. | Pass <input type="button" value="v"/> |

For each MBE/WBE firm contacted, list the name(s) and all information requested below related to the above project. If additional space is required, this form may be duplicated.

| Company Name/Address/Contact Person/Phone/Email | Type of Business | Type of Work/Service(s) Solicited | How Business was contacted (i.e. email, phone, letter, etc.?) | Response to Solicitation (i.e. will submit bid, no response, not interested) | Bid/Quote Amount | Company Selected (Write Yes or NO) |
|--|------------------|-----------------------------------|---|--|------------------|------------------------------------|
| Mojo Marketing, Mrs. Monchiere Holmes-Jones, 615-307-1438, mhjones@mojomktg.com | MBE | Marketing | Email | no proposal | n/a | NO |
| VARALLO PUBLIC RELATIONS, Deborah Varallo, 615-367-5200 Ext. 14, deb@varallopr.com | WBE | Marketing | Email | no proposal | n/a | NO |

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

M/WBE SUBCONTRACTORS GOOD FAITH EFFORTS

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| Address: 6312 SW Capital Hwy Portland OR 97239 Box Number 447 | | Federal Tax ID# 82-1742514 |
| Contact Person: Noelle Marcus | Email: | Phone #: (917) 609 5730/ noelle@nesterly.com |
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| 1. | <p>Solicitation and written notice to available and certified MWBEs: Soliciting specific individual MWBEs whose availability as potential sources of goods or services can be reasonably ascertained. This measure includes sending letters or making other personal contacts with specific certified MWBEs including those that the Bidder has contracted with in the past as well as other MWBEs with which the Bidder may be unfamiliar, but whose identities can be ascertained from a directory of certified MWBEs maintained by the BAO.</p> <p>The written notices contain:</p> <ul style="list-style-type: none"> I. Enough information about the plans, specs, and terms & conditions of the solicitation; II. A contact person knowledgeable of the project documents available to answer questions about the condition of the contract; III. Information regarding the Bidder's bonding requirements; IV. The deadline for submission of price quotations. | N/A |

For each MBE/WBE firm contacted, list the name(s) and all information requested below related to the above project. If additional space is required, this form may be duplicated.

| Company Name/Address/Contact Person/Phone/Email | Type of Business | Type of Work/Service(s) Solicited | How Business was contacted (i.e. email, phone, letter, etc.?) | Response to Solicitation (i.e. will submit bid, no response, not interested) | Bid/Quote Amount | Company Selected (Write Yes or NO) |
|---|------------------|-----------------------------------|---|--|------------------|------------------------------------|
| MPYER Marketing & Advertising, Mr. Jamal Higgs, 615-476-6676, Jamal@mpyer.com | MBE | Marketing | Email | No response | n/a | NO |
| MEPR Agency, Kia Jarmon, 615-592-6377, info@mepragency.com | MBE | Marketing | Email | No response | n/a | NO |

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

M/WBE SUBCONTRACTORS GOOD FAITH EFFORTS

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|--|------------------|-----------------------------------|---|--|------------------|------------------------------------|
| McNeely Brockman Public Relations, Kelly Brockman, 615-742-6100, Kelly@mcneelybrockmanpr.com | WBE | Marketing | Email | Not interested | n/a | NO |
| Julie Lilliston Communications LLC, Julie Lilliston, 615-663-2121, julie@julielilliston.com | WBE | Marketing | Email | No proposal | n/a | NO |

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

M/WBE SUBCONTRACTORS GOOD FAITH EFFORTS

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|--|------------------|-----------------------------------|---|--|------------------|------------------------------------|
| Imagination Branding, Erin Shedarowich, 972-436-9409, jan@imaginationbranding.com | WBE | Marketing | Email | No Reponse | n/a | NO |
| Culture Shift Team, Inc. Ann Gillespie, 615-480-8667, connect@cultureshiftteam.com | MBE | Marketing | Email | No proposal | n/a | NO |

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

M/WBE SUBCONTRACTORS GOOD FAITH EFFORTS

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|---|------------------|-----------------------------------|---|--|------------------|------------------------------------|
| CRAYONS & MARKETERS LLC, Mrs. Jacqueline Hayes, 615-208-6445, jacquihayes@crayonsandmarketers.com | MBE | Marketing | Email | Incomplete proposal | \$110/hr | NO |
| | Select | | | | | Select |

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| GOOD FAITH EFFORTS SUMMARY SHEET CHECKLIST | | |
| Number | Bidder Action(s) | BAO Only |
| 2. | Meetings: Attended or held informational meetings to update potential subcontractors or vendors of subcontracting or supply opportunities. | Pass <input type="checkbox"/> |

List all information requested below related to the above project. If additional space is required, this form may be duplicated.

| Company Name/Address/Contact Person/Phone Number/Email | Description of Meeting Notices for M/W/SDVEs | Date M/W/SDVE Attended, if applicable |
|---|--|---------------------------------------|
| Nesterly/ 6312 SW Capital Hwy Portland OR / Noelle Marcus/ (917) 609- 5730/ noelle@nesterly.com | Attended the original metro run pre-offer meeting. We spoke in the meeting and provided contact info and | 07/13/2023 |
| | that we were keen to have local marketing partners-- and ask folks to reach out to us (as we couldn't see who else was on the call). | |
| | | |

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

M/WBE SUBCONTRACTORS GOOD FAITH EFFORTS

SUMMARY SHEET

| | | |
|--|--|---|
| THIS DOCUMENT MUST BE ACCURATELY COMPLETED, SIGNED AND SUBMITTED WITH THE BID OR PROPOSAL (Due with Bid Submission if Applicable) | | |
| Project Name: Homesharing Pilot Program | | Project Number: RFQ 365340.1 |
| Company Name: Nesterly Inc. | Date Submitted: 01/15/2024 | Total Contract Value: 299,999 |
| Address: 6312 SW Capitol Hwy Portland OR 97239 Box Number 447 | | Federal Tax ID#: 82-1742514 |
| Contact Person: NOELLE MARCUS | Email: | Phone #: (917) 609 5730/ noelle@nesterly.com |
| GOOD FAITH EFFORTS SUMMARY SHEET CHECKLIST | | |
| Number | Bidder Action(s) | BAO Only |
| 3. | Unbundling. Divided the contract, in accordance with normal industry practice, into small, economically feasible segments that could be performed by MWBEs. Under no circumstances, however, shall a bidder segment work solely for the purpose of utilizing MWBEs as subcontractors where such segmentation is not in accordance with common and accepted industry practices relating to the utilization of other firms as subcontractors. | Pass <input type="checkbox"/> |

What Scope of Project Was Divided?

| | |
|-----------------------|---------------------|
| 1. Marketing | 2. Public Relations |
| 3. Community Outreach | 4. Advertising |
| 5. Social Media | 6. |

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| 4. | Rejection: Provided a written explanation for rejection of any potential subcontractor or vendor to the Bidder, including the name of the firm awarded the subcontract or supply agreement. | Pass <input type="button" value="v"/> |

For each MBE/WBE firm contacted, list the name(s) and all information requested below related to the above project. If additional space is required, this form may be duplicated.

| M/WBE Firm Name/Address/Contact Person/Phone Number/Email | Description of Proposed Work | Reason for Rejection |
|---|--|--|
| 1. CRAYONS & MARKETERS LLC/ Mrs. Jacqueline Hayes/ 615-208-6445, jacqui.hayes@crayonsandmarketers.com/ UNSPSC 82100000/ MBE | | #1.The RFP states that the outreach must be conducted by |
| a firm that has "Experience with seniors." "Demonstrate in detail, your firm's significant experience serving the older adult population and strong partnerships within the older adult service network." This firm is not an organization trusted by seniors with strong partnerships in the adult service network. | #2. The proposal non-responsive. | No quote provided. Only an hourly rate. |
| #3 The proposal did not include a full marketing plan. #4 Working with local organizations that already serve older adults is the priority of the RFP. We found more suitable partners that have the required experience. AgeWell Middle Tennessee and Greater Nashville Regional Council. GNRC is the Area Agency on Aging and Disabilities (AAAD) for the region and plans and coordinates a range of programs focused on improving the quality of life for older adults for decades. Staff have expert knowledge of the issues that older adults face. | The same is true with AgeWell (est. 1985) provides community | outreach and education for older adults across the region. |

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| 5. | Non-discrimination: Providing a non-discriminatory work site. Maintaining a work environment free of harassment, intimidation and coercion at all construction sites, offices and other facilities at which the Bidder's employees are assigned to work. The Bidder shall specifically ensure that all labor supervisors, superintendents, and other on-site supervisory personnel are aware of and carry out the Bidder's obligation to maintain a non-discriminatory work environment. | Pass <input type="button" value="v"/> |

For each training, list the type of training and date.

| Type of Training | Date of Training |
|--|------------------|
| Anti-Harassment and Discrimination TrainingPart1 | 04/15/2024 |
| Anti-Harassment and Discrimination TrainingPart2 | 09/09/2024 |
| | |
| | |

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| GOOD FAITH EFFORTS SUMMARY SHEET CHECKLIST | | |
| Number | Bidder Action(s) | BAO Only |
| 6. | Community and Other Organizational Services Support: Advertising in trade publications of general circulation in the Program Area. The advertisement shall identify and describe the specific subcontracting or other opportunity in reasonable detail. | Fail <input type="button" value="v"/> |

For each MBE/WBE firm contacted, list the name(s) and all information requested below related to the above project. If additional space is required, this form may be duplicated.

| Publication Name | Date of Publication | Please provide copy. |
|-------------------------------|---------------------|--|
| Our Nesterly's Facebook Page. | January 4th, 2024 | Seeking MWBE Marketing Firms to support an RFQ in Nashville. |
| | | Email hello@nesterly.com for more information. |
| | | |

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

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| Contact Person: NOELLE MARCUS | Email: | Phone #: (917) 609 5730/ noelle@nesterly.com | |
| GOOD FAITH EFFORTS SUMMARY SHEET CHECKLIST | | | |
| Number | Bidder Action(s) | BAO Only | |
| 7. | Assistance: Bonding/Lines of Credit/Insurance: Providing reasonable assistance to a MWBE in need of equipment, supplies, bonding, letters of credit and/or insurance. | Pass <input type="button" value="v"/> | |

For each MBE/WBE firm contacted, list the name(s) and all information requested below related to the above project. If additional space is required, this form may be duplicated.

| Company Name/Address/Contact Person/Phone Number/Email | Type of Assistance |
|--|--------------------|
| We contacted 9 MWBE firms and offered assistance to each of them in our outreach. | |
| "Please let me know if you need any technical assistance, equipment, supplies, bonding, letters of credit and/or insurance to facilitate participation in the project." | |
| If we were contacted by an MWBE who needed help with equipment, supplies, bonding, letters of credit/ and or insurance we would be willing to explore how we could help them, and if we could provide that support we would. | |

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

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| Contact Person: NOELLE MARCUS | Email: | Phone #: (917) 609 5730/ noelle@nesterly.com |
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| Number | Bidder Action(s) | BAO Only |
| 8. | Database Utilization Accessed all reasonable and available means to include, but not limited to the following examples: https://www.nashville.gov/Finance/Procurement/Business-Assistance-Office/SMWBE-Lists-and-Forms.aspx or https://nashville.diversitycompliance.com/ | Pass <input type="button" value="v"/> |

For each MBE/WBE firm contacted, list the name(s) and all information requested below related to the above project. If additional space is required, this form may be duplicated.

| Database Accessed | Date of Access | Results |
|--|----------------|--|
| nashville.diversitycompliance.com | 01/02/24 | Searched for Marketing Service s MWBE in Nashville and received 9 results. We contacted all 9 immediately. |
| The second link listed above under Database Utilization does not work. | | |
| | | |
| | | |

METROPOLITAN GOVERNMENT OF NASHVILLE - DAVIDSON COUNTY

M/WBE SUBCONTRACTORS GOOD FAITH EFFORTS

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| Project Name: Homesharing Pilot Program | | Project Number: RFQ 365340.1 |
| Company Name: Nesterly Inc. | Date Submitted: 01/16/2024 | Total Contract Value: 299,999 |
| Address: 6312 SW Capital Hwy Portland OR 97239 Box Number 447 | | Federal Tax ID# 82-1742514 |
| Contact Person: NOËLIE MARCUS | Email: | Phone #: (917) 609 5730/ noelle@nesterly.com |
| GOOD FAITH EFFORTS SUMMARY SHEET CHECKLIST | | |
| Number | Bidder Action(s) | BAO Only |
| 9. | Mentor Protégé' Relationship/Technical Assistance: Providing reasonable technical assistance to a MWBEs to ameliorate any deficiencies of technical knowledge or advance skill, where such assistance is undertaken by the Bidder to facilitate the MWBE's successful participation on a project or contract. | Select |

For each MBE/WBE firm assisted, list the name(s) and all information requested below related to the above project. If additional space is required, this form may be duplicated.

| Company Name | Type of Assistance | If Mentor Protégé' Agreement Reached, Please Provide Copy. |
|--------------|--------------------|--|
| | | We offered TA to all the MWBE's that we reached out to. And if any MWBE responded or reached out indicating that they needed help, and we could help them, we would. |

It is hereby certified that the above firms were contacted and offered an opportunity to respond on the above project. We further certify that the above statements are a true account of all firms' responses to our solicitation. Copies of all bids and/or quotes will be made available upon request.

Signature: Noelle Marcus Print Name: Noelle Marcus Title: CEO



Noelle Marcus <noelle@nesterly.com>

Homesharing Pilot Program

28 messages

Noelle Marcus <noelle@nesterly.com>

Tue, Jan 2, 2024 at 11:08 AM

Bcc: deb@varallopr.com, mhjones@mojomktg.com, Jamal@mpyer.com, info@mepagency.com, Kelly@mcneelybrockmanpr.com, julie@julielilliston.com, jan@imaginationbranding.com, connect@cultureshiftteam.com, jacqui.hayes@crayonsandmarketers.com

Hello there,

I hope this note finds you well. My social enterprise, Nesterly, is planning to respond to RFQ 365340,1 Homesharing Pilot Program through the City of Nashville to administer a technology based homesharing program.

Homesharing is an innovative idea where senior homeowners offer spare rooms or Accessory Dwelling Units in their home for rent to home seekers searching for affordable, healthy, and safe housing.

The primary goal of this program is to enhance older adults' ability to age at home. This is accomplished in multiple ways: reducing social isolation of both the homeowner and the home seeker; creating monthly income for the homeowner; creating a new pool of rental housing not commonly found or easily identified in existing rental markets; and allowing for some rental agreements include services that improve the homeowners and home seekers ability to live independently e.g., assistance with housekeeping, errands, transportation, etc.

As part of the RFP, we will need to raise public awareness of the program and in particular market the opportunity to become a homesharing host to senior residents of Davidson County.

Raise public awareness of the program. The contractor will provide a marketing plan that lists all proposed outreach activities. The contract marketing plans should include intentional efforts to reach older adults. The activities may include but are not limited to the following:

- o Public education events throughout the county*
- o Social media*
- o Mass media*
- o Informing other community organizations*
- o Creating a designated telephone number or extension*
- o Offering one-on-one information sessions to interested residents*

We are looking for subcontractors who might be interested in conducting part of the outreach efforts, in particular running social media campaigns to senior households who have extra space in their home in Davidson County.

The RFP was issued on December 27th and will close on January 18, 2024 at 2 PM Central Time.

My goal is to upload the RFP no later than January 15th—with subcontractor agreements and scope of work included in the proposal by January 10th.

If you have interest in working together on this RFQ, please read through it and send me an email with your interest and qualifications as soon as possible, as well as a quote. We can then schedule some time to discuss a partnership. If you believe that you need technical assistance, equipment, supplies, bonding, letters of credit and/or insurance to facilitate participation in the project please let me know as well.

We'll have an informational meeting on Friday January 5th at 3 PM Central Time for potential subcontractors to answer any questions. Please RSVP at your soonest convenience and I can forward a Zoom link.

In the meantime, if you have any questions about the contract for the City:

Inquiries

*All inquiries must be submitted by **Thursday January 4, 2024, 2:00 PM** Central Time using the online discussions feature of the iSupplier system. Questions will be answered formally via Amendment to the solicitation soon after the deadline for submitting questions. Offerors must clearly understand that the only official answer or position of Metro will be the one stated in writing by Division of Procurement staff.*

I am the main point of contact from Nesterly:

Noelle Marcus

noelle@nesterly.com

(917) 609- 5730

Thank you for your time,

Noelle



Noelle Marcus <noelle@nesterly.com>

Homesharing Pilot Program

Noelle Marcus <noelle@nesterly.com>

Thu, Jan 4, 2024 at 10:49 AM

To: Jacqueline Hayes <jacqui.hayes@crayonsandmarketers.com>

Hello Jacqueline,

Thank you so much for the quick response and your list of qualifications.

There is very little time to pull together the full RFQ and we've had many marketing folks express interest in working with us.

If you're still interested, could you please review the RFQ, and look at the specific marketing part of the scope. Then send over a short proposal that reflects this scope of work. If you look at the Evaluation Criteria these are some of the elements that need to be highlighted when we submit the RFQ.

I would need this proposal by the end of the day Tuesday January 9th for a fully complete and reviewed RFQ to be submitted by January 15th.

- **Marketing Plan:** The contractor will provide a marketing plan that lists all proposed outreach activities. The contract marketing plans should include intentional efforts to reach older adults. The activities may include but are not limited to the following:
 - o Public education events throughout the county
 - o Social media
 - o Mass media
 - o Informing other community organizations
 - o Creating a designated telephone number or extension
 - o Offering one-on-one information sessions to interested residents
- **Experience with seniors:** Demonstrate in detail, your firm's significant experience serving the older adult population and strong partnerships within the older adult service network. In the case that the lead applicant has insufficient knowledge of and/or experience with a required component, identify your firm's partnerships with organizations that have the specific expertise required. Provide your firm's detailed plans for providing the services as stated in the RFP, the proposed approach should reflect your firm's strong understanding of the diverse needs of older adults.
- **Timeline:** Provide your firm's clear and thorough timeline outlining major milestones for proposed scope of work.
- **Recruitment goals:** The Provide your firm's goals in terms of the number of matches made during the contract term, to include sound justification for such goal. *(Could you share how many hosts you could recruit-- what would the marketing funnel be?)*
- **Budget/ Quote:** What would be the cost for these services?

I am sorry for the short timeframe of the RFQ-- it was just released at the end of the year, so we are working hard to pull our submission together. Let me know if you have any questions.

Best,
Noelle

[Quoted text hidden]

Certificate Of Completion

| | |
|---|-----------------------------------|
| Envelope Id: F86F298DAF6943CBB1BF5521DA6203BD | Status: Completed |
| Subject: Intent to Award - RFQ # 365340 for Homesharing Pilot Program | |
| Source Envelope: | |
| Document Pages: 24 | Signatures: 1 |
| Certificate Pages: 2 | Initials: 1 |
| AutoNav: Enabled | Envelope Originator: |
| Envelope Stamping: Enabled | Christina Alexander |
| Time Zone: (UTC-06:00) Central Time (US & Canada) | 730 2nd Ave. South 1st Floor |
| | Nashville, TN 37219 |
| | christina.alexander@nashville.gov |
| | IP Address: 170.190.198.185 |

Record Tracking

| | | |
|--------------------------------------|--|--------------------|
| Status: Original | Holder: Christina Alexander | Location: DocuSign |
| 2/21/2024 2:04:41 PM | christina.alexander@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 michelle.lane@nashville.gov Chief Procurement Officer/Purchasing Agent Metro Security Level: Email, Account Authentication (None) |  Signature Adoption: Pre-selected Style Using IP Address: 170.190.198.185 | Sent: 2/21/2024 2:07:41 PM Viewed: 2/21/2024 6:45:00 PM Signed: 2/21/2024 6:45:49 PM |

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

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| Michelle A. Hernandez Lane michelle.lane@nashville.gov Chief Procurement Officer/Purchasing Agent Metro Security Level: Email, Account Authentication (None) |  Signature Adoption: Pre-selected Style Using IP Address: 170.190.198.185 | Sent: 2/21/2024 6:45:54 PM Viewed: 2/21/2024 6:46:26 PM Signed: 2/21/2024 6:46:31 PM |
|--|--|--|

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 |
| Witness Events | Signature | Timestamp |
| Notary Events | Signature | Timestamp |
| Envelope Summary Events | Status | Timestamps |

| Envelope Summary Events | Status | Timestamps |
|--------------------------------|------------------|----------------------|
| Envelope Sent | Hashed/Encrypted | 2/21/2024 2:07:41 PM |
| Certified Delivered | Security Checked | 2/21/2024 6:46:26 PM |
| Signing Complete | Security Checked | 2/21/2024 6:46:31 PM |
| Completed | Security Checked | 2/21/2024 6:46:31 PM |

| Payment Events | Status | Timestamps |
|-----------------------|---------------|-------------------|
|-----------------------|---------------|-------------------|