RESOLUTION OF THE NEW JERSEY PINELANDS COMMISSION

NO. PC4-16-08

TITLE: To Authorize the Executive Director to Enter Into a Contract for the Fabrication and Installation of Exhibits at the Richard J. Sullivan Center for Environmental Policy and Education

Commissioner Ashmun **moves and Commissioner** Lohbauer **seconds the motion that:**

WHEREAS, in 1994, the Pinelands Commission adopted resolution PC4-94-96, which authorized the Pinelands Interpretive Plan; and

WHEREAS, the Pinelands Interpretive Plan calls for implementing a series of measures that raise awareness and appreciation of the Pinelands National Reserve, including the creation of a designated Pinelands Visitor Center where the public can learn about the region's natural, cultural and historic resources; and

WHEREAS, in 2009, the National Park Service (NPS) provided $50,000 to fund the planning and design of Pinelands-themed exhibits for a Pinelands Visitor Center that will be housed in the Richard J. Sullivan Center for Environmental Policy and Education (RJS Center) in Pemberton Township, NJ; and

WHEREAS, the Pinelands Commission used a portion of the funds to hire Krista Kovach-Hindsley, an Exhibit Planner with the NPS Harpers Ferry Center, to prepare an Exhibit Assessment in May 2009; and

WHEREAS, in 2010, the Commission used the remaining funds to hire Content Design Collaborative of Scituate, Massachusetts to complete a comprehensive exhibit design plan; and

WHEREAS, in 2014, the Commission amended its policies for the use and management of the Pinelands Conservation Fund (PCF). The revised policies established a new objective to fund education and outreach initiatives, including the completion of the Pinelands Visitor Center; and

WHEREAS, a Request for Proposals (RFP) dated September 2, 2015 to procure the services to fabricate and install exhibits and complete all other work needed to convert existing space in the RJS Center into a Pinelands Visitor Center was prepared and advertised in the official newspapers of the Commission, and was posted on the Commission's website; and

WHEREAS, the RFP was mailed to 20 prospective bidders, and the Commission received four proposals prior to the receipt deadline of 3:00 p.m. on October 14, 2015; and

WHEREAS, a five-member evaluation committee composed of four members of the Pinelands Commission's staff and a representative from the Commission's Pinelands Educational Advisory Council met on October 19, 2015 and agreed to interview all of the prospective firms. The evaluation committee completed the interviews on November 19, 2015; and

WHEREAS, the evaluation committee met on November 25, 2015 to discuss the bids and interviews; and

WHEREAS during that time, the committee identified its top two candidates; and

WHEREAS, after a check of references and upon receipt of a Best and Final Offer from the top two candidates, the committee reconvened on December 15, 2015 to submit their evaluation scores; and

WHEREAS based on the firm's overall proposal and the responses from references, the committee recommended that the contract be awarded to Drill/Split Rock Studios of West Orange, NJ, in the amount of $368,849; and

WHEREAS, pursuant to N.J.S.A. 13:18A-5h, no action authorized by the Commission shall have force or effect until ten (10) days, Saturdays, Sundays and public holidays excepted, after a copy of the minutes of the meeting of the Commission has been delivered to the Governor for review, unless prior to expiration of the review period the Governor shall approve same, in which case the action shall become effective upon such approval.

NOW, THEREFORE BE IT RESOLVED that the Executive Director is authorized to enter into a contract with Drill/Split Rock Studios of 80 Main Street, Suite 570, West Orange, NJ, 07052 in the amount of $368,849 to fabricate and install exhibits and to complete all other work necessary to create a Pinelands Visitor Center in the Richard J. Sullivan Center for Environmental Policy and Education.

Record of Commission Votes

	AYE	NAY	NP	A/R*		AYE	NAY	NP	A/R*		AYE	NAY	NP	A/R*
Ashmun	X				DiBello			X		McGlinchey	X			
Avery	X				Galletta	X				Prickett	X			
Barr	X				Jannarone			X		Quinn	X			
Brown	X				Lloyd	X				Rohan Green	X			
Chila	X				Lohbauer	X				Earlen	X			

* A = Abstained / R = Recused

Adopted at a meeting of the Pinelands Commission

Date: 2/12/16

Nancy Wittenberg
Executive Director

Sean W. Earlen
Chairman

RECOMMENDATION FOR CONTRACT AWARD
Interpretive Exhibit Fabrication and Installation for the Pinelands Visitor Center
Request for Proposal Number RFP-16-101
Released on September 2, 2015

I. Recommendation

The Evaluation Committee recommends that the contract be awarded for all of the services specified in the September 2, 2015 Request for Proposal (RFP) to the firm of Drill/Split Rock Studios of 80 Main Street, Suite 570, West Orange, NJ, 07052

II. Background

A. Bid Responses

The Pinelands Commission received 4 bids by the closing date of October 14, 2015. All bids were deemed responsive and submitted to the Evaluation Committee for review.

The 4 bidders were:

FIRM	PRICE
Frederick G. Wohlgemuth	$433,583
Dimensional Communications	$352,000
Drill/Split Rock Studios	$368,849
Lynch Exhibits	$390,736

B. The members of the Evaluation Committee are:

Paul Leakan	Pinelands Commission
Joel Mott	Pinelands Commission
Donna Graham	Pinelands Commission
Ed Wengrowski	Pinelands Commission
Melanie Reding	JCNERR

Though not a member of the Evaluation Committee, Dawn Rago, RPPO was present at the meetings to facilitate, guide and take notes to document the meetings.

III. Evaluation

The Committee members evaluated the proposals using a 0-10 point system, with 10 being the highest score, for each of the three qualitative criteria included in the RFP. The criteria and their weights were as follows:

Criteria	Weight	Calculation of Score
Approach	60 %	Points x 6
Personnel Credentials/Qualifications	30 %	Points x 3
Cost	10 %	Points x 1

The Evaluation Committee met on October 19, 2015 to discuss the responses to the RFP and decided to conduct interviews with all of the prospective firms. The interviews were conducted on the following dates: Dimensional Communications on November 2, 2015, Wohlgemuth on November 17, 2015 and Drill/Split Rock Studios and Lynch on November 19, 2015.

A. Total Scores of the Proposals

Committee members were asked to report the total scores they calculated for each of the prospective firms. The results of the total scores are contained in Table 1.

Table 1: Total Scores of the Proposals

Firm	Committee Members Total Score for Each Proposal					Aggregate Score
Drill/Split Rock Studios	98	74	82	89	99	442
Lynch Exhibits	97	70	78	77	93	415
Frederick G. Wohlgemuth, Inc.	64	66	68	79	66	343
Dimensional Communications, Inc.	40	63	53	75	34	265

B. Separate Evaluation Criteria

Table 2 summarizes the members' scoring of each firm's approach to the project.

Table 2: Project Approach

Firm	Approach Score					Aggregate Score
Drill/Split Rock Studios	60	42	48	54	60	264
Lynch Exhibits	60	42	48	48	54	252
Frederick G. Wohlgemuth, Inc.	42	42	42	48	42	216
Dimensional Communications, Inc.	18	36	30	42	6	132

Table 3 summarizes the members' scoring of each firm's personnel credentials and qualifications

Table 3: Personnel Credentials/Qualifications

Firm	Personnel Credentials/Qualifications Score					Aggregate Score
Drill/Split Rock Studios	30	24	27	27	30	138
Lynch Exhibits	30	21	24	24	30	129
Frederick G. Wohlgemuth, Inc.	21	18	21	24	21	105
Dimensional Communications, Inc.	12	18	15	24	18	87

Table 4 summarizes the members' scoring of each firm's cost for the project

Table 4: Cost

Firm	Cost Score					Aggregate Score
Drill/Split Rock Studios	8	8	7	8	9	40
Lynch Exhibits	7	7	6	5	9	34
Frederick G. Wohlgemuth, Inc.	1	6	5	7	3	22
Dimensional Communications, Inc.	10	9	8	9	10	46

IV. Final Review and Conclusion

The Evaluation Committee completed the bidder interviews on November 19, 2015. On November 25, 2015 the members discussed their overall reactions to the interviews and proposals. It was concluded that the two top candidates were Drill/Split Rock and Lynch Exhibits. At this time, the members requested that Dawn Rago contact the references for these 2 firms and also send them a request for a Best and Final Offer. Once this was completed, the references and Best and Final Offer responses were distributed to the members for review.

In response to the request for a Best and Final Offer, Lynch Exhibits reduced their fee to $379,014 and Drill/Split Rock reaffirmed its original bid of $368,849.

The Evaluation Committee reconvened on December 15, 2015 to submit their individual evaluation scores and discuss the results.

Based on the firm's overall proposal and the responses from references, the Committee recommended that the contract be awarded to Drill/Split Rock Studios.

Prepared by: Dawn M. Rago Date: 1-5-16

Dawn Rago, Business Specialist

Approved: Nancy Wittenberg Date: 1/5/16

Nancy Wittenberg, Executive Director