

**Wisconsin Department of Natural Resources  
Natural Resources Board Agenda Item**

**SUBJECT:** Department update on the status of the MacKenzie Center Request for Proposals and next steps

**FOR:** September Board meeting

**TO BE PRESENTED BY:** Kurt Thiede, Lands Division Administrator

**SUMMARY:**

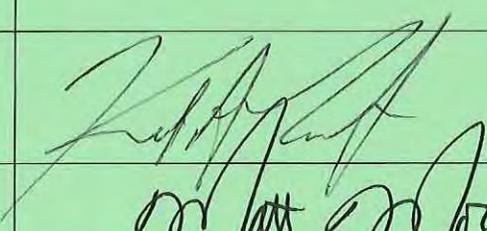
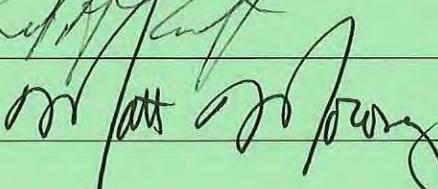
The MacKenzie Center Request for Proposal (RFP) C-018-08 has finalized with evaluation. No reward was issued. The decision has been made for the Department to again operate the center. A business and education plan is being developed for January 2, 2014 programming to begin under the Department's direction.

Facilities will be inspected by the Department of Administration for building code compliance and a building use plan will also be proposed as a result of the inspections.

**RECOMMENDATION:** Informational only

**LIST OF ATTACHED MATERIALS (check all that are applicable):**

- |   |  |
|---|--|
| <input type="checkbox"/> Background memo                            | <input type="checkbox"/> Type name of attachment or type N/A if not applicable |
| <input checked="" type="checkbox"/> RFP evaluation committee report | <input type="checkbox"/> Type name of attachment or type N/A if not applicable |

Approved by	Signature	Date
Not applicable , Bureau Director		
Kurt Thiede, Administrator		9/13/13
Cathy Stepp, Secretary		9/13/13

## EVALUATION COMMITTEE REPORT

DEPT/DIV/BUR	Wisconsin Department of Natural Resources
RFP TITLE	Wisconsin Conservation Training Center
RFP NUMBER	C-018-08
DATE OF REPORT	September 3, 2013
AUTHOR	Richard Straub
AUTHOR	608-261-6415
PHONE/EMAIL	<a href="mailto:Richard.straub@wisconsin.gov">Richard.straub@wisconsin.gov</a>

The purpose of this report is to concisely summarize the activity and recommendations of the evaluation committee process. The Evaluation Committee Report will be:

- written by the purchasing lead or designee,
- approved by the evaluation committee,
- signed by the evaluation committee,
- will become part of the procurement file.

**Section 1. RFP SCOPE:** The purpose of the RFP document was to provide interested parties with information to enable them to prepare and submit a proposal to enter into a public/private partnership to develop and implement a Wisconsin Conservation Mentor Training Center, in addition to growing the conservation, environmental and outdoor education program at the MacKenzie Environmental Education Center (MEEC), by entering into a lease agreement with the Department of Natural Resources (DNR). A primary objective of this public/private partnership will be to develop and implement a Wisconsin Conservation Mentor Training Center at MEEC in cooperation with the Friends of MacKenzie Center and the Friends of the Poynette Game Farm. The result will be a showcase conservation facility that provides train the trainer programs and enhanced environmental education to ensure strong conservation activity participation in the future.

The intent of the planned lease agreement would be to provide:

- A training program in mentoring principles and skills to produce mentors for recruiting new conservation activities participants (focused on adults and families).
- Environmental and outdoor education for students, youth, and adults that follows the North American Conservation Education Strategy and complies with state and national K-12 academic standards.
- Cultural and ethnic diversity among participants in conservation activities and in environmental education programs.
- A training program for WDNR staff and teachers.
- A training program for conservation education instructors (i.e. hunter education, bow, snowmobile, and ATV education, etc.)
- Demonstrations of the integration of natural resources conservation, economics, and industry.
- Care of captive animals on site used for education and awareness programs.
- A facility for training mentors and students in fur, fish and game cleaning, preparation, and storage.
- Assured continued public use and access to Center grounds.
- The public/private partnership may also be responsible for managing a small shooting range on the property that will be used for these mentor training programs.

The Department's overall objectives for the project include the following:

- A series of novel, effective and adaptable programs that will focus on developing and implementing programs to train partners/stakeholders to become conservation skills mentors focused on recruiting adults and families into hunting, angling and trapping.
- Continue and expand the number and different types of K-12 environmental educational programs offered at the Center that support DNR strategic education plans and state and national academic standards.
- A dynamic and wide ranging public/private partnership that remains flexible and strong.
- Instructor training for programs including instructors for accredited environmental education programs, archery instructors, shooting sports instructors; boat safety, snowmobile safety, and ATV safety instructors,

hunter education instructors, angler education instructors, maple syrup collection trainers, and fur school instructors.

- Training programs for WDNR employees, teachers and other educators in conservation activity recruitment and mentoring, and environmental education instruction.
- Program evaluation and adaptation to optimize efficiency and effectiveness to fit Department needs.
- Strong recognition by all citizens (including conservation activity participants) of the integration of sound natural resource conservation, environmental education, a strong Wisconsin economy, civic engagement, and successful industry in the Badger State.
- Participants with diverse cultural and ethnic backgrounds reflective of society.
- A Midwest conservation skills mentor training center that provides multi-state regional mentor training and serves as a model for other regions/states to follow.

In an effort to lay out a vision for the planned Wisconsin Conservation Mentor Training Center, the introduction section of the RFP also stated the following:

Conservation activities are an economic driver in Wisconsin and participation in them supports tens of thousands of jobs. Declining participation in many conservation activities will strain future agency budgets and the future conservation ethic and has the potential to negatively impact conservation related industries worth billions of dollars. The Department and many conservation groups have a host of programs such as fur school, angler education, learn to trap, and learn to hunt, and others that were designed to attract new participants. However, the effectiveness of most of these programs at securing new participants is likely low. A single-event, introductory experience (which these programs generally provide) has not been shown to be an effective tool to ensure lasting participation. Additionally, most programs focus on children – specifically on the children of current participants. This aspect of the overall project intends to shift that focus to include more adult and family mentoring and training activities in order to slow anticipated participation declines.

Adults (specifically those in the 20-35 year-old age range) are an important demographic for several reasons.

- Experience in getting them to participate in conservation activities indicates there is substantial demand.
- Research from both Southwick and Associates and Responsive Management support the notion that young adults in this age group are underserved by state agencies.
- Adults have financial capability to get involved.
- They are responsible for making decisions.
- They have transportation.
- They are likely to have young families or are soon to have families and by their increased participation in conservation activities, they provide an obvious source for the next generation of participants.

Experience has shown that while there is strong interest from this age group in participating, they need a qualified mentor to be committed to recruiting them through long-term, repeated experiences. To reach this group, the Department and our partners need to think differently about how they connect and engage a generation that has never lived without the Internet. They are mobile, social, and digitally bound to one another. They are adventurous and willing to try new things. They have disposable income and trust each other for advice more than they trust recognized brands. They are willing to share personal information with trusted organizations that can provide them with meaningful, relevant value. In this age of instant sharing on Facebook, Twitter, messaging and texting – creating the right experience for one person means that he/she may share and advocate their experience to hundreds of others.

**Section 2. SUMMARY OF RFP DEVELOPMENT PROCESS:** This RFP was developed primarily by the agency shooting sports coordinator along with support and advice from procurement staff, facilities staff, Law Enforcement staff, Legal Services staff and senior management. Purchasing provided advice beginning in January 2013 and through an iterative process the RFP document was refined and polished until it was posted and issued through the DOA VendorNet Bid Announcement system on 3/07/2013.

**Section 3. SUMMARY OF RFP PROCESS:**

- The 3/07/2013 posting of the RFP on the VendorNet system generated automatic notification of approximately 1223 potential vendors of which 53 were certified MBE's.
- Vendors were permitted to submit initial written questions through 4/5/2013 for review and discussion at the planned April 11, 2013 Proposer Meeting and Site Visit.
- A Proposer Meeting and Site Visit were held on Thursday, April 11 at MEEC with attendance by 19 members of

the public and six agency staff. The meeting covered the project background, how to respond to the RFP, a discussion of the written questions and draft agency answers, an opportunity for all attending to ask oral questions, information on captive animal care at the facility, a guided tour of the site and finally a post-tour discussion with interested participants.

- After the meeting a Notice of Addendum to the original RFP was created and posted to the VendorNet system on May 14, 2013. The addendum included:
  - a list of attendees at the meeting,
  - final agency answers to all written questions submitted prior to the meeting, oral questions raised at the meeting and follow up written questions submitted after the meeting,
  - extensive additional information regarding the current operation of MEEC including expenses, licenses and permits, captive wildlife care and resident animal information, equipment lists, wildlife exhibit partners and lists of group use in 2011 and 2012.
- A public opening of RFP responses was held on the due date of June 25, 2013. One Vendor Proposal was received on time in response to the solicitation.
- An Evaluation Team was formed as noted below with an Evaluation Team Kickoff meeting held on Wed., July 24th. (See below.) Copies of the submitted proposal were then distributed to each evaluator for review.
- The scoring requirements and the possible points for each requirement are detailed in the blank Final Evaluator Scoresheets that are attached to this report and which were handed out at this meeting.
- Detailed Proposal Evaluation Instructions were also handed out at this meeting covering the methodology each evaluator was instructed to use to determine the actual scores given for each category. Evaluators were given instructions on how to take their subjective evaluations of 'excellent', 'very good', 'good', 'fair', 'poor' and 'no response' for each scoring category and convert it to a numeric score. These instructions also included an RFP Evaluator Benchmark Guidance document that covered each section of the RFP and which provided multiples points to be considered by evaluators when determining the quality of the vendor proposal being scored.
- Evaluators were asked to evaluate the proposers' response to Sections 4 and Section 5 of the RFP on a Preliminary Score Review Form. Evaluators were to determine their preliminary scores using the instructions they had been given.
- Each evaluator reviewed the submitted proposal and prepared a Preliminary Score Review Form. A team meeting was then held on Tuesday, August 13, 2013, as noted below, to review the vendor proposal and the scores of each evaluator.
- At the 8/13 meeting evaluators reviewed their scores for each section of the RFP for the one proposal submitted. They discussed what they liked and disliked about the proposal that was submitted by the Wisconsin Wildlife Federation (WWF).
- The team heard from their subject matter expert during the discussion phase for Section 4.3, Organizational Financial Capabilities, who detailed her review of the material submitted. This discussion helped all evaluators better understand what had been submitted and the relevance of the documents to the needs of the project.
- At the conclusion of the discussion each evaluator shared their total preliminary scores. Based on the preliminary scores and the consensus of opinion regarding the one proposal, the evaluators agreed that the proposal from WWF was inadequate to support an award for a Conservation Mentor Training Center.
- Evaluators were instructed to complete Final Evaluator Score Sheets for the submitted proposal and turn them into the procurement advisor. The final scoresheets were then tabulated, the results were shared with the team and evaluators were notified that based on their recommendation the final report would be created and would include a recommendation of no award for the request for proposal process.
- This report was drafted and shared with the team, team comments were solicited and incorporated into the report and team member signoff of the report was completed.

**Section 3. EVALUATION COMMITTEE MEMBERS**

Name	Brief statement of expertise and/or who he/she represents
<b>Keith Warnke</b> Hunting and Shooting Sports Coordinator DNR Bureau of Law Enforcement Madison, WI	Keith serves as the agency's primary contact for hunter development and recruitment and has an extensive range of experience in wildlife management issues. He was the primary author of the RFP and is a member of the department wide education team. (DNR Employee)
<b>Jay Johnson</b> Hunter Recruitment Coordinator Minnesota Dept. of Natural Resources St. Paul, MN	A recognized expert in the hunter recruitment and retention (HRR) field with oversight of MN HRR programs. Jay is independent, intelligent and curious, open minded and has a vested interest in ensuring we get the best possible product in WI. He has 26 years of experience working in the hunter recruitment, conservation, and environmental education fields

	and has helped coordinate the development of MN's mentor program and is aware of the challenges and necessary elements of successful recruitment and retention of hunters. He has demonstrated skills at establishing and defining metrics for evaluating success, efficiency and return on investment. He spent 20 years working for non-profit conservation and environmental education organizations and is familiar with the budgeting and accounting practices of those institutions. (non-DNR government employee)
<b>Cortney Schaefer</b> Senior Wildlife Biologist DNR Bureau of Wildlife Management Wausau, WI	Cortney is a big-picture thinker who embraces challenge and is a member of the department wide education team. She has been active in recruiting the next generation of conservationists. She brings diverse thinking to the evaluation team and has an M.S. in Environmental Education & Interpretation. She's an outside the box thinker and always willing to try and evaluate new methods. (DNR Employee)
<b>Janet Hutchens</b> Project WILD & Project WET State Coordinator DNR Office of Communications Madison, WI	Janet has a B.S. in Parks and Recreation Management with an emphasis in Outdoor Education. She has devoted her career to the education of youth and adults in environmental education. Janet is Wisconsin's State Coordinator for Project WILD and Project WET, two award-winning national environmental education programs that are customized to each state's natural resources and current issues facing the state. Janet also develops the Teacher Pages on the DNR's EEK!-Environmental Education for Kids website and is a member of the department wide education team. (DNR Employee)
<b>Larry Bonde</b> Vice-Chair Wisconsin Conservation Congress Executive Committee Kiel, WI	Larry serves as Chair of the Manitowoc County Delegation to the Wisconsin Conservation Congress and currently serves as Executive Council for District 8. A 20 year veteran of the Congress, Larry is a past Executive Council member and served as Secretary for one year. During his time on the Congress he has chaired the Outdoor Heritage & Education, Rules & Resolutions, and Outreach Committees as well as serving on Environmental Practices and Big Game Committees. Larry is a member of the Town of Meeme Land Use Commission, Manitowoc County Fish and Game Protective Association, Viking Bow and Gun Club and serves on the Manitowoc County Board's Land Conservation Committee. Larry has been involved in securing future conservationists and promoting environmental education from his congress position for at least 15 years. He brings the perspective of a customer and a recruiter and an active participant in conservation related activities and environmental and conservation education. (Outside of state government representative)
<b>Laura Kolesik</b> Senior Accountant DNR Bureau of Finance Madison, WI	Laura serves as the Systems Accountant for the agency's Bureau of Finance and is a Certified Public Accountant (CPA). She has extensive experience in evaluating corporate financial documentation and is assisting the committee as a non-scoring subject matter expert. (DNR Employee)

<b>Section 4. EVALUATION COMMITTEE MEETINGS (full and sub-committee meetings including orientation meeting, initial scoring meeting, oral presentations/demonstrations, etc.)</b>		
<b>Reason for Meeting</b>	<b>Date of Meeting</b>	<b>Summary of Meeting</b>
Evaluation Team Kickoff Meeting.	7/24/2013	Meeting held at the GEF II building with three scoring evaluators present. All documents discussed at the kickoff meeting were handed out and were also emailed to all evaluators on 7/23/2013. This meeting was to review and discuss all items on initial meeting Evaluation Committee Checklist form including completion of required ethics forms, scoring methodology/process and use of forms that were

		distributed, oral presentations and BAFO processes, evaluation committee report and the procurement file. Each evaluator was given a code name to use on their scoring form. This initial meeting was also used to plan the time commitments for the process and to establish a plan for future committee meetings that needed to be held to complete the evaluation process. Upon completion of the ethics form and upon determining if anyone had any conflicts of interest, a copy of the one proposal received was distributed to the evaluators.
Evaluation Team Kickoff conference call	7/25/2013	A conference call was held for the two scoring evaluators who could not attend the meeting the day before. The call covered the same information that was presented at the meeting the previous day. Both evaluators were given a code name to use on their scoring form and they sent in signed copies of the ethics form. The one proposal was then shipped to these two evaluators who were from outside of Madison.
Scoring Review and proposal discussion meeting.	8/13/2013	<p>Meeting held at the GEF II building with all evaluators present in person or by conference call. All evaluators had completed their preliminary score sheets for the one proposer prior to the meeting. A review and discussion was conducted with all evaluators of the submitted proposal. The procurement lead moderated the discussion during which each section of the RFP was reviewed and discussed in numeric order. Each evaluator shared their comments on the strengths and weaknesses (as they saw them) of each section of the proposal, reviewed the overall approach they took to scoring the proposal and shared their preliminary scores for each section of the Proposer Qualifications (Section 4) and the General Requirements (Section 5) with the entire team.</p> <p>For Section 4.3, Organization Financial Capabilities, the team brought in the assigned subject matter expert who detailed her review process and provided her opinion on the materials submitted by the vendor. She indicated that the proposal did not include any cost estimates for repairs or upgrades to the facilities and she further indicated that based on the material supplied, she could not verify where/how the DNR payments to WWF were accounted for. She indicated that there was not much in the proposal about raising funds outside of the DNR contribution, but did indicate that the financials did support continued availability of \$170,000 per year for MBEC contingent upon continuation of stable WWF membership levels.</p> <p>The team discussed the value of conducting interviews with the proposer and discussed the relevance of doing reference checks. It was agreed that interviews were not required or necessary for this proposal process. They also determined that conducting reference checks would not be necessary and would add little value to the process.</p> <p>The team agreed that the vendor did not propose creation of a mentor training facility, did not propose a method of funding such a facility without use of DNR funds and only proposed to continue conservation and environmental education programs similar to those it has provided over the last seven years. When everyone's scores were totaled and compared the team was unanimous in stating that the WWF proposal would be inadequate for use as the basis for creating a contract/lease for a conservation mentor training center and they were also unanimous in stating that they would not recommend any award as a result of this RFP process.</p> <p>The procurement lead then discussed the completion of the final scoresheets and the preparation of the final team report. Each scoring evaluator then completed their final score sheets and turned them into the procurement lead along with their preliminary score review worksheets.</p>
<b>Section 5. SUMMARY OF AWARD RECOMMENDATION</b>		

The Evaluation team has agreed that there should be no contract awarded as a result of this RFP process.

The WWF proposal was the only proposal submitted and it received scores from each evaluator that were too low to support a contract/lease for a conservation mentor training facility. WWF did not propose to do much more than continue the same or similar programs as those it has been operating over the last seven years at MEEC and they indicated that they could only continue to provide those programs with a DNR subsidy of \$240,000 per year. Since the WWF proposal was not in alignment with the goals of the RFP for a self-supporting conservation mentor training facility, the team could not in good conscience recommend any award to this vendor.

**Section 6. SIGNATURES (scoring member only)**

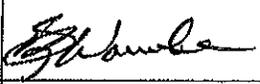
Name	Agree/Object (state objection)	Signature	Date
Keith Warnke	Agree <input type="checkbox"/> , Object <input type="checkbox"/>		
Jay Johnson	Agree <input type="checkbox"/> , Object <input type="checkbox"/>	<i>See attached signature pages - P. Stank 9/3/13</i>	
Cortney Schaefer	Agree <input type="checkbox"/> , Object <input type="checkbox"/>		
Larry Bonde	Agree <input type="checkbox"/> , Object <input type="checkbox"/>		
Janet Hutchens	Agree <input type="checkbox"/> , Object <input type="checkbox"/>		

**ATTACHMENTS**

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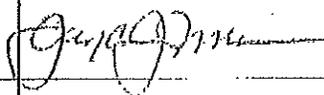
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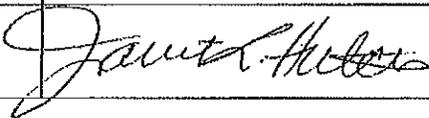
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Janet Hutchens	Agree <input checked="" type="checkbox"/> , Object <input type="checkbox"/>		9-3-13

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## Assurance of Compliance with Procedures and Ethical Guidelines for Proposal Evaluation

Department: Wisconsin Department of Natural Resources  
 Name \_\_\_\_\_

Request for Proposal: #C-018-08, Wisconsin Conservation Mentor Training Center  
 Name and Number \_\_\_\_\_

Each evaluation team member, staff member, subject matter expert and any others associated with the evaluation process are individually responsible for safeguarding proposal and evaluation materials and processes, at all times and must adhere to the following:

**After reading each line item, place a check in the box provided.**

<input checked="" type="checkbox"/>	Only evaluation team members and staff designated by the purchasing section who are actively involved in the evaluation process will have access to the proposal or evaluation materials at any time. Materials will be secured and kept strictly confidential.
<input checked="" type="checkbox"/>	The procurement lead or designee must be included in any discussion and/or e-mail correspondence related to the evaluation of the proposals. All e-mails related to the evaluation process and/or the proposals submitted are a part of the procurement file and a part of the public record. The procurement lead must be copied on any such communication to insure inclusion in the final procurement file.
<input checked="" type="checkbox"/>	When subgroups are convened to evaluate highly complex proposals, the procurement lead or a designee should be present at all meetings. If that is not possible, a summary of the meetings must be provided to the procurement lead for inclusion in the procurement file.
<input checked="" type="checkbox"/>	Evaluators and/or procurement lead staff will not discuss any substantive element of the evaluation process (who the proposers are, how many proposals were received, benchmarks for scoring), with anyone outside the team. All requests for information from non-team members shall be directed to the procurement lead in charge of the procurement.
<input checked="" type="checkbox"/>	Only the procurement lead in charge of the procurement or their designee is authorized to have contact with any proposers regarding the Request for Proposal and the evaluation process during the evaluation period unless coordinated by the procurement lead.
<input checked="" type="checkbox"/>	Evaluators and staff agree to follow the evaluation procedures and timetable determined and agreed upon by the team.
<input checked="" type="checkbox"/>	Evaluation team members will not have any access to price information prior to the completion of the technical/functional scoring unless otherwise determined by the procurement lead.
<input checked="" type="checkbox"/>	Evaluation team members will make copies of his/her worksheets and deliver them to the procurement lead in charge of the procurement or his/her designee for tabulation. Evaluators will retain their originals for use during any scoring of subsequent vendor presentations or demonstrations. After scoring presentations and/or demonstrations, evaluation team members will deliver the original score sheets to the procurement lead in charge of the procurement or his/her designee.

**I hereby certify that:**

I have been briefed on the internal and final complaint processes for problem resolution for any and all issues or concerns with the evaluation process and agree to follow the process to resolve any issues I may have.

And

I have read and will follow the processes listed above.

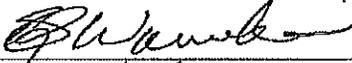
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And

I have informed the procurement lead of any other possible conflict of interest, apparent or real and I certify that I will complete the evaluations of all proposals with the evaluation instructions and ethical guidelines provided.

Signed



Date

7/24/13

Print Name

Keith Wauke

I wish to disqualify myself from the evaluation committee because of a potential conflict of interest or the appearance of a conflict of interest regarding:

\_\_\_\_\_  
Name of Proposer

Signed

Date

Print Name

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### Assurance of Compliance with Procedures and Ethical Guidelines for Proposal Evaluation

Department: Wisconsin Department of Natural Resources  
 Name \_\_\_\_\_  
 Request for Proposal: #C-018-08, Wisconsin Conservation Mentor Training Center  
 Name and Number \_\_\_\_\_

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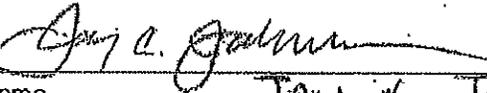
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Signed



Date

7/25/2013

Print Name

JAY K. JOHNSON

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\_\_\_\_\_  
Name of Proposer

Signed

Date

Print Name

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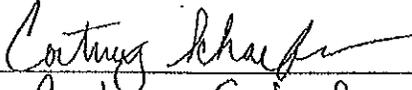
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Signed



Date 7-25-2013

Print Name

Cortney Schaefer

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\_\_\_\_\_  
Name of Proposer

Signed

Date

Print Name

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## Assurance of Compliance with Procedures and Ethical Guidelines for Proposal Evaluation

Department: Wisconsin Department of Natural Resources

Name

Request for Proposal: #C-018-08, Wisconsin Conservation Mentor Training Center

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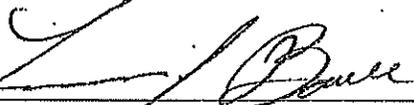
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Signed

Print Name

  
Lawrence S. Bonde

Date

7-24-13

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\_\_\_\_\_  
Name of Proposer

Signed

Print Name

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Signed

*Janet L. Hutchens*

Date

7-23-13

Print Name

Janet L. Hutchens

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\_\_\_\_\_  
Name of Proposer

Signed

Date

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## Assurance of Compliance with Procedures and Ethical Guidelines for Proposal Evaluation

Department: Wisconsin Department of Natural Resources

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Date

8/1/13

Print Name

Laura Kolesik

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Signed

Date

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Signed

*Richard M. Straub*

Date

*7/24/2013*

Print Name

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Name of Proposer

Signed

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## EVALUATION COMMITTEE CHECKLIST

<b>RFP Number and Title</b>	<b>RFP # C-018-08 Wisconsin Conservation Mentor Training Center</b>
<b>Department/Division/Bureau</b>	<b>WI Dept of Natural Resources Bureau of Law Enforcement</b>
<b>Agency Contact Person</b>	<b>Richard M. Straub</b>
<b>Date</b>	<b>Wednesday, July 24, 2013</b>

**The purchasing lead must address the following items during the initial meeting of the evaluation committee.**

- REVIEW "ASSURANCE OF COMPLIANCE WITH PROCEDURES AND ETHICAL GUIDELINES FOR PROPOSAL EVALUATION" (form DOA-3780)**
  - Committee members must hold the proposals in strict confidence.
  - Do not discuss the proposals with anyone except the committee and the evaluation committee head unless directed by the purchasing lead.
  - Do not have any contact with the proposers except at the direction of the purchasing lead.
  - Review proposers with evaluators and see if any conflicts of interest are apparent.
- DISCUSS THE COMPLAINT PROCESS (PRO-C-34) AND THE VARIOUS STEPS INVOLVED.**
- REVIEW THE BASICS OF THE RFP PROCESS INCLUDING HOW THE EVALUATION WILL OCCUR, COMMITTEE DISCUSSION, COMMUNICATIONS AMONG EVALUATION COMMITTEE MEMBERS, SCORING CRITERIA AND TIMELINES. MAKE SURE TO DISCUSS THE FOLLOWING:**
  - Discuss process for initial individual scoring. Determine whether evaluators will take proposals home to complete scoring. If so, discuss the need to secure proposals and maintain confidentiality. The evaluation committee individually scores each proposal against the RFP technical criteria or scoring benchmarks, not against each other.
  - Explain any worksheets and scoring guidelines to be used in the process.
  - Explain the difference between official evaluator scores and working notes. Working notes are for the sole use and benefit of the evaluation committee member. Notes are for the convenience of the evaluator and for discussion purposes. They may not be distributed to anyone in a written format.
  - Discuss the procedure by which the evaluation committee may submit questions to the purchasing lead, to be asked of the proposers, to help clarify any ambiguities in the proposal. Requests for clarification must be in writing to the purchasing lead, who will forward them to the proposers. Written responses are received by the purchasing lead and are distributed to the evaluation committee members.

Discuss the procedure for discussions regarding scoring. The purchasing lead for the evaluation committee may call a meeting for the purpose of clarifying and discussing an evaluator's score. At this meeting the evaluation committee may discuss any variations in scoring of the technical criteria points. This does not mean scores will be discarded or changed, only reviewed. Sometimes, based upon information/clarification shared during the discussion an evaluator(s) may elect to change his/her scores, however that is at the sole discretion of each evaluator.

Discuss the components of the RFP file. All written documents including e-mails related to the evaluation become part of the official file.

Explain how cost scores will be added to the evaluation committee's scores.

Discuss how reference checks will be done. The committee may split the reference checking among them (all references are asked the same set of questions) or one person may be assigned (i.e. the project manager) to complete this task.

Determine who will be responsible for scoring the cost component of the RFP. If the project manager is not a member of the evaluation committee, cost information may be released to him/her, or the purchasing lead may perform the cost scoring. The RFP cost portion is scored according to the RFP scoring criteria.

**DISCUSS ORAL PRESENTATIONS AND BEST AND FINAL OFFER PROCESS**

Decide the criteria to use for bringing in proposers for oral presentations. Discuss how any oral presentations will be scored.

Decide the criteria to use for bringing in proposers for best and final offers. Discuss how best and final offers will be scored.

**DISCUSS THE EVALUATION COMMITTEE REPORT.**

Explain the purpose and content of the evaluation committee report.

Explain that purchasing lead or designee will draft the report.

Explain that all evaluators must sign the report.

Explain the process to express disagreement with the report.

**DISCUSS THE PROCUREMENT FILE.**

Describe the contents of the file and who will maintain it.

Explain that all contents of the file are subject to open records.

Purchasing Lead Signature	<i>Richard M. Strand</i>
Date of Meeting	<i>Wed. July 24, 2013</i>

Proposer: \_\_\_\_\_

Evaluator: # \_\_\_\_\_

RFP Section	Description	Available Points	Points Awarded	Comments
4.0	<b>Proposer Qualifications</b>			
4.1	Organization Capabilities	50		
4.2	Organization experience forming and managing large partnerships	50		
4.3	Organization financial capabilities	800		
4.4	Staff Qualifications	90		
5.0	<b>General Requirements</b>			
5.1	Facility development	70		
5.2	Training and retaining qualified mentors	125		
5.3	Training instructors	40		
5.4	Environmental and outdoor education	90		
5.5	Community development	55		
5.6	Educator training	60		
5.7	Shooting range experience	10		
5.8	Interim Curriculum	10		
	<b>Total</b>	<b>1450</b>		

Proposer: WME

Evaluator # Spring

RFP Section	Description	Available Points	Points Awarded	Comments
4.0	Proposer Qualifications			
4.1	Organization Capabilities	50	30	KAMO identified as mentor training provider, not much information provided about staff role or new audiences.
4.2	Organization experience forming and managing large partnerships	50	40	Many years managing large partnerships, however, new audiences and mentor recruitment is weak.
4.3	Organization financial capabilities	800	100	Financial statements are not consistent and cannot determine where revenue is being invested. Below benchmarks. Inadequate.
4.4	Staff Qualifications	90	30	Job descriptions seem adequate but no resumes are included or references. Mentor trainees are not detailed.
5.0	General Requirements			
5.1	Facility development	70	20	Planned upgrades and additions seem adequate, however cost estimates and timelines missing. All major expenses would not be covered - only \$250 per project.
5.2	Training and retaining qualified mentors	125	20	Broad overview of vision, details and specific samples, metrics frame, greatly missing. No mention of appropriate market. No success effectiveness or reasons to be measured.
5.3	Training instructors	40	30	No detailed budget or program times/days/length. Fee structure not specified.
5.4	Environmental and outdoor education	90	80	>70,000 targeted participants >16,000 targeted participant numbers identified. Success at this level - although not expected. Omit strategy for marketing new skills program through EE. No sample made.
5.5	Community development	55	45	Engaged with many organizations, already provide diverse audiences. Does not specifically mention appropriate program or serving cultural & ethnic diversity.
5.6	Educator training	60	25	Summer weekend programs not defined, dependant upon new lodging facilities/CPQ radios. Lacks specific No mention of evaluation plan.
5.7	Shooting range experience	10	9	Evaluation plan?
5.8	Interim Curriculum	10	9	Did not find specific curriculum description.
	<b>Total</b>	<b>1450</b>	<b>438</b>	

Proposer: WI Wildlife Federation

Evaluator: # Summer

RFP Section	Description	Available Points	Points Awarded	Comments
4.0	Proposer Qualifications			
4.1	Organization Capabilities	50	20	Lots of experience w/ youth, but not w/ adults and mentorship programs which were the focus of the RFP
4.2	Organization experience forming and managing large partnerships	50	20	WVF seems more like an umbrella organization than a partnership; not sure how they build or maintain partnerships
4.3	Organization financial capabilities	800	100	Budget & financial statements did not line up; not clear if they invest any \$ now & don't appear to be able to invest much in the future either
4.4	Staff Qualifications	90	30	Needed more detail on KAPID and WVF's ability to conduct adult education/mentorship programs; no resumes provided
5.0	General Requirements			
5.1	Facility development	70	20	Nothing planned for wildlife exhibits; tiny budget for facility development; nothing really mentioned in addition to RFP ideas
5.2	Training and retaining qualified mentors	125	10	No experience in this area; no mention of how they'd train mentors; No evaluation/assessment plans; no desire to do this
5.3	Training instructors	40	8	Training plans were vague; no budgets or fees discussed; marketing plan not well thought out
5.4	Environmental and outdoor education	90	80	Lots of experience here; fee schedule provided; some ideas for assessment; no plans to expand programs
5.5	Community development	55	15	Did not describe how orgs/communities were involved (just cash donations or more of a partnership?); Did not discuss cultural issues or other local opportunities to focus on
5.6	Educator training	60	15	Only proposed to offer training course once per year; did not specify who is responsible for training; not a detailed plan
5.7	Shooting range experience	10	8	Members are experienced in firearm training & range management, but are key staff experienced?
5.8	Interim Curriculum	10	10	Plans in place to manage property until Dec. 2013; Committed to a smooth transition
<b>Total</b>		<b>1450</b>	<b>336</b>	

Proposer: WWF

Evaluator: # Antonia

Section	Description	Available Points	Points Awarded	Comments
4.0	Proposer Qualifications			
4.1	Organization Capabilities	50	20	Opening sentence does not fit w/ RFP Details? Budgets?
4.2	Organization experience forming and managing large partnerships	50	40	Many partners Light on national industry short on quantifiables
4.3	Organization financial capabilities	800	150	Startup \$ too low Operating capital low Other partners? Not enough, very few w/ money
4.4	Staff Qualifications	90	39	Diversity? Du, PF, NRA, etc.?
5.0	General Requirements			
5.1	Facility development	70	28	Understand the facility well but want DNR to pay for everything
5.2	Training and retaining qualified mentors	125	30	Need more 'outside the box' thinking Need more details - budget, operations measures
5.3	Training instructors	40	20	Some eval and marketing listed Need detail in all these plans
5.4	Environmental and outdoor education	90	80	Documentation of claim for 16,000 kids? Exceeds 10,000
5.5	Community development	55	40	Needs clarity and detail Good on local relations
5.6	Educator training	60	25	Only once a year Need details. Reasonably thought out
5.7	Shooting range experience	10	10	...
5.8	Interim Curriculum	10	10	
<b>Total</b>		<b>1450</b>	<b>492</b>	

Proposer: WUWF

Evaluator: # FALL

RFP Section	Description	Available Points	Points Awarded	Comments
4.0	Proposer Qualifications			
4.1	Organization Capabilities	50	15	<ul style="list-style-type: none"> <li>Did not respond to RFP as per form</li> <li>Lacks detail</li> </ul>
4.2	Organization experience forming and managing large partnerships	50	25	<ul style="list-style-type: none"> <li>Umbrella organization more than Consortium</li> <li>would have liked to see more with NWTC, PE, DU</li> </ul>
4.3	Organization financial capabilities	800	100	<ul style="list-style-type: none"> <li>WUWF proposal is not what was requested in RFP</li> </ul>
4.4	Staff Qualifications	90	36	<ul style="list-style-type: none"> <li>Insufficient to carry out EE as Mackenzie lacking for scope of proposal</li> </ul>
5.0	General Requirements			
5.1	Facility development	70	10	<ul style="list-style-type: none"> <li>Again what is proposed does not meet what is requested in RFP</li> <li>Lacks budget detail</li> </ul>
5.2	Training and retaining qualified mentors	125	10	<ul style="list-style-type: none"> <li>Tries to modify intent of RFP to fit their needs and not what was specified in RFP</li> </ul>
5.3	Training instructors	40	15	<ul style="list-style-type: none"> <li>Lacks detail and shows little innovation</li> </ul>
5.4	Environmental and outdoor education	90	50	<ul style="list-style-type: none"> <li>This is the strength of the RFP but still lacks detail and substance</li> </ul>
5.5	Community development	55	20	<ul style="list-style-type: none"> <li>More about what they have done rather than what they will do.</li> </ul>
5.6	Educator training	60	20	<ul style="list-style-type: none"> <li>How will evaluate effectiveness and success?</li> <li>Report of 5.3</li> </ul>
5.7	Shooting range experience	10	3	<ul style="list-style-type: none"> <li>How is this range experience</li> <li>Would have to count on affiliates for expertise</li> </ul>
5.8	Interim Curriculum	10	6	<ul style="list-style-type: none"> <li>Since WUWF is current operator</li> </ul>
<b>Total</b>		<b>1450</b>	<b>310</b>	

Proposer: WWF

Evaluator: # W. J. J. J.

RFP Section	Description	Available Points	Points Awarded	Comments
4.0	Proposer Qualifications			
4.1	Organization Capabilities	50	20	Tried to change proposal Experience in developing mentors is missing Lack detail is how business is partner Lack detail of partner participation
4.2	Organization experience forming and managing large partnerships	50	25	
4.3	Organization financial capabilities	800	80	stated the RFP is flawed Require DNR funding to operate Didn't reach Benchmarks at all
4.4	Staff Qualifications	90	46	Only good at what they already do no resume or documentation
5.0	General Requirements			
5.1	Facility development	70	20	nothing new to offer
5.2	Training and retaining qualified mentors	125	10	Exposed existing problems not solutions LTH is foolsgold - Don't bring new people Already saying they can't succeed Only offer instructor training when they have room. Again nothing new offered
5.3	Training instructors	40	16	NO expanded programs
5.4	Environmental and outdoor education	90	70	not a lot of new ideas
5.5	Community development	55	23	total lack of ethnic diverse ideas
5.6	Educator training	60	24	need far more detail for recruitment
5.7	Shooting range experience	10	4	Some experience but offer limitations of only a soyd range
5.8	Interim Curriculum	10	10	
<b>Total</b>		<b>1450</b>	<b>392</b>	

RFP # C-018-08 Wisconsin Conservation Mentor Training Center

Final Score Tabulation Summary

Vendor Name	Evaluator Code Name				Final Total Score	Final Ave. Score
	Spring	Summer	Autumn	Winter		
Wisconsin Wildlife Federation Poynette, WI	438	336	492	310	1918	383.6