



**GREENSBORO**  
**NORTH CAROLINA**

REQUEST FOR PROPOSALS

Event #11504

Professional Services: Tree Canopy Assessment  
and Equity Prioritization  
Executive Department

**SECTION 1**  
**OVERVIEW**

- A. **Request for Proposals (“RFP” or “Event”):** The City of Greensboro (“City”) hereby solicits and invites proposals from qualified Companies and Businesses (“Contractor”), that have proven experience and expertise to submit a response to the requirements outlined in this Request for Proposals (RFP) and provide pricing for a three-year contract to perform Professional Services for the Executive Department.
- B. **Period and Terms of Contractual Agreement:** The selected Contractor(s) will enter into a contract service agreement with the City to cover the proposed scope of work outlined in Section 2 of this RFP. The contract term will be for three (3) years. Services shall begin approximately on September 1, 2024 through October 31, 2027.
- C. **Selection Process:** After the close of this RFP, Contractor proposals will be reviewed and evaluated for responsible and responsive submissions, and that all proposals have the required documents as outlined in the RFP (if required).
- D. **Minimum Requirements:** Contractors must meet the minimum specifications and requirements contained in the RFP. Contractors are required to acknowledge all exceptions to the minimum specifications, terms and conditions in their proposals. Failure to do so may result in the response being deemed nonresponsive.
- E. **Contractor must:**
1. Meet the minimum insurance requirements
  2. Run a comprehensive and up-to-date background check for each employee that will be presenting or attending community events, have direct interaction with the City’s populace, or working on site in any City-owned facility. This information may be provided after contract award.
  3. Answer all the questions on the event.
  4. Complete and submit all required forms and affidavits with their proposal.
  5. Have been in business at least five (5) years and is registered to do business in North Carolina. This information will be verified using the North Carolina Secretary of State website.
- F. **RFP Questions:** Questions regarding this event may be submitted through the Greensboro Electronic Purchasing System (“GePS”). Answers will be posted in the system approximately by July 8, 2024. Answers provided by the City, and posted to GePS Q and A Section, shall be incorporated into this event and will be used to evaluate the responsiveness of all bids.
- G. **Rights of the City – Proposals and Additional Documentation:** As a result of this RFP, the City reserves the right to accept or reject any and all proposals received in whole or in

part, to waive minor technicalities, or to negotiate with all responsive and responsible Contractors. The City also reserves the right to request financial documentation such as, independently audited financial statements, most recent tax returns, or profit loss statements before awarded of this contract.

H. **Rights of the City – Multiple Awards:** The City reserves the right to award contract(s) in whole or in part, whichever is in the City’s best interest as it determines in its sole discretion. The City reserves the right to award multiple contracts with the intent to provide service coverage based on geographic areas or other methods by which the city service area may be sub-divided.

I. **Due Date:** Submittals in response to this RFP are due to the City’s Procurement Services Division through GePS no later than July 16, 2024 by 2:00 PM EST by the City’s server for electronic submittal. Although the City tries to maintain continuous access to the GePS website, service may be interrupted. Therefore, suppliers are encouraged to submit proposals 24 hours prior to the bid closing. An unsubmitted bid is not acceptable.

**J. Submission and Response Schedule**

RFP Issuance	June 24, 2024
Questions and Answers Period Open	June 24, 2024
Questions and Answer Period Closes	July 3, 2024 2:00 PM EST
RFP Submission Period Ends	July 16, 2024 2:00 PM EST
Anticipated Contractor(s) Award Notification	July 24, 2024
Anticipated Contract Executed Date	September 1, 2024
Anticipated Start Date(s) may vary	September 1, 2024
***Some services may require Council approval***	

**K. Submittal Requirements: Contractors submitting a proposal must meet the minimum requirements and submit the following information with their response:**

1. Contractor’s submission shall include a proposal letter with company information, key personnel, and an overview of the professional team that will be responsible for completing each of the Work Tasks described in Section 2 – Introduction and Scope of Services. The letter should provide a brief narrative that summarizes each key team member’s role and a brief bio that includes relevant experience.
2. Contractor shall be required to complete the appropriate M/WBE Forms (see attached and incorporated herein by reference affidavits) and submit with their response. The Affidavit forms must be signed and notarized to be considered valid.

3. Contractor shall submit a bid for the entirety of activities described in Section 2 – Introduction and Scope of Services.
4. Contractor shall be required to answer the Local Preference question on the Event.
5. This purchase will be funded through a Federal grant. Please review Federal funding requirements as they apply to this project under our event Terms tab as well as Attachment 2 under the Attachment tab. Please review Affidavit Attachments A-D under the Attachment tab that are required with this solicitation to be compliant with Federal grant funding.
  - 5.1 Attachment A must be completed and signed.
  - 5.2 Attachment B must be completed, signed, and notarized.
  - 5.3 Attachment C must be completed, signed, and notarized.
  - 5.4 Attachment D must be completed, signed, and notarized.

## **L. M/WBE Participation Requirements**

### **M/WBE Policy Statement**

It is the policy of the City of Greensboro to ensure that all businesses, including M/WBEs, are afforded the maximum practical opportunity to participate in the City's purchasing and contracting processes. Therefore, the City will not enter into a contract or be engaged in a business relationship with any business entity that has discriminated in the solicitation, selection, hiring, or commercial treatment of vendors, suppliers, subcontractors, or commercial customers on the basis of race, color, religion, national origin, sex, age or on the basis of handicap or any otherwise unlawful use of characteristics regarding the vendor's, supplier's or commercial customer's employees or owners; provided that nothing in this policy shall be construed to prohibit or limit otherwise lawful efforts to remedy the effects of discrimination that have occurred or are occurring in the Relevant Marketplace, which includes the counties of Alamance, Caswell, Chatham, Davie, Davidson, Durham, Forsyth, Franklin, Granville, Guilford, Hoke, Lee, Montgomery, Moore, Orange, Person, Randolph, Richmond, Rockingham, Rowan, Scotland, Stokes, Surry, Vance, Wake, Warren, Yadkin.

### **M/WBE Commercial Nondiscrimination Policy**

The undersigned Respondent hereby certifies and agrees that the following information is correct:

In preparing its response, the Respondent has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not engaged in "discrimination" as defined in the City's M/WBE Program Plan, Section V. A. 1.; to wit: discrimination in the solicitation, selection or commercial treatment of any subcontractor, vendor, supplier or commercial customer on the basis of race, color, religion, ancestry or national origin, sex, age, marital status, sexual orientation or on the basis of disability or other unlawful forms of discrimination. Without limiting the foregoing, "discrimination" also includes retaliating against any person or other entity for reporting any incident of "discrimination". Without limiting any other provision of the solicitation for responses on this project, it is understood and agreed that, if this certification is false, such false certification will constitute grounds for the City to reject the response submitted by the Respondent on this project, and terminate any contract awarded based on the response. As part of its response, the Respondent shall provide to the City a list of all instances within the immediate past four (4) years where there has been a final adjudicated determination in a legal or

administrative proceeding in the State of North Carolina that the Respondent discriminated against its subcontractors, vendors, suppliers or commercial customers, and a description of the status or resolution of that complaint, including any remedial action taken. As a condition of submitting a response to the City, the Respondent agrees to comply with the City's Commercial Nondiscrimination Policy as described under its M/WBE Program Plan, Section V. A.1.

Respondents that are certified M/WBE prime bidders will be awarded 10 (ten) evaluation points or Respondents that use a certified M/WBE firm(s) on their project or team will be awarded 5 (five) evaluation points. A maximum of ten Points may be received for this criteria. The following certified Minority Group Members and/or women: African-American, Hispanic American, Native American, Asian American, and non-Minority females are eligible to be counted for M/WBE participation in the contract.

For purposes of certification, the City accepts minority and women-owned firms that are certified by the State of North Carolina Department of Administration Historically Underutilized Business Office (HUB) <https://ncadmin.nc.gov/businesses/hub/hub-certification> or NC DOT North Carolina Department of Transportation <https://connect.ncdot.gov/business/SmallBusiness/Online-Cert-App-Portal/Pages/default.aspx> and satisfies the City's eligibility requirements. If a Respondent plans to subcontract any portion of the contract or has a M/WBE firm on their team, the respondent must submit an Affidavit C1 - Subcontractor Utilization Commitment form.

Or

If a Respondent plans to self-perform 100% of the work under a contract with its own workforce, the respondent must submit Affidavit E1 - Statement of Intent to Perform Work Without Subcontractor form.

For questions about the City's M/WBE Program, please contact the M/WBE Office at (336) 373-2674 or via email at [mwbegso@greensboro-nc.gov](mailto:mwbegso@greensboro-nc.gov)

## **SECTION 2** **SCOPE OF SERVICES**

### **A. INTRODUCTION**

#### **Tree Canopy Assessment and Equity Prioritization**

1. Located within the Piedmont of North Carolina, Greensboro experiences substantial impacts from climate change, including more severe and frequent storms and hurricanes, extreme heat, and periods of drought. These impacts are borne disproportionately by [Justice40](#) populations throughout the community, including minorities, low-income, elderly, and health-compromised individuals. Preparing an up-to-date analysis of land use trends, comprehensive tree canopy assessment, and equity prioritization for forest and tree canopy actions are key components of how this grant will support the goals of the identified federal plans and priorities around forestry, equity, climate, and other critical goal areas. Protecting the health of the existing tree canopy while growing and

enhancing how the tree canopy supports these frontline communities via mitigation and adaptation actions are major objectives of the assessment and prioritization.

2. The Tree Canopy Assessment and Equity Prioritization project will take place in phases over the course of this contract. The selected firm will need experience with data preparation, GIS, aerial photography, marketing, and will be expected to help coordinate, attend and present information at community events. If the Contractor wishes to use a subcontractor for any portion of this project, it must be clearly noted in their proposal. The Contractor should include information about the subcontractor including experience, personnel and what aspects of the project they will be completing.
3. The Contractor shall provide a proposal letter with company information, key personnel, and an overview of the professional team that will be responsible for completing each of the Work Tasks described in Section 2 – Introduction and Scope of Services. The letter should provide a brief narrative that summarizes each key team member’s role and a brief bio that includes relevant experience.
4. The Contractor shall provide examples of other completed projects where similar work was performed.
5. The Contractor must provide a minimum of two letters of support from clients for which the Contractor worked on a contractual basis to carry out similar projects.
6. The Contractor shall provide a project cost and itemized fee schedule. Submissions must state the total estimated cost of the project, including associated charges, fees, and travel expenses, not to exceed a total fixed sum. Proposals must also provide an itemized fee schedule, listing the Work Tasks, and unit pricing for each Work Task.

## **B. SCOPE OF SERVICES**

This Request for Proposals seeks responses from qualified Contractors for performing the following services at the locations noted in the included maps: (refer to Attachment E & F).

### **1. Work Tasks**

- a) Using a variety of datasets available from local, state and/or national sources, and supplementing as needed by direct field-acquisition of additional data and imagery, prepare a comprehensive assessment of land cover and tree canopy within the current boundary of the City of Greensboro, and identify and quantify changes since the [2009 tree canopy study](#), based on the 2007 City boundary.
- b) Identify and focus on: initial areas of priority with limited or rapidly decreasing tree canopy; climate impacts such as those to health and energy burdens; proximity to features such as public housing, senior housing, transit, community facilities, urban heat islands, flooding, and other hazards; and intersection with Disadvantaged Areas as identified by the Justice40 Initiative.

- c) All data created with regards to this project must be stored, maintained, and utilized on the City of Greensboro's enterprise GIS platform and must be compliant with ESRI's current data standards. The City utilizes Microsoft SQL Server as its RDBMS, but can also store data in ESRI's ArcGIS online platform. ESRI File Geodatabases are also an acceptable storage format. The City no longer supports the use of ESRI Shapefiles and they will not be considered an acceptable medium for GIS data storage. If the vendor needs to collect data from the City, the City will provide that data via an open ESRI REST API service. The selected vendor will need to have the ability to consume and extract data from the REST API services.
- d) Using the data compiled and analyzed in Tasks A and B, develop an electronic, equity-centered prioritization tool to identify populations, resources, and areas most vulnerable to the effects of continuing climate change in order to prioritize locations for tree planting and protection and related workforce and youth development activities. Priority locations will be those that most effectively advance the City's goals for tree canopy protection/restoration, community sustainability and economic resilience, and promoting environmental justice.
- e) Tools created to satisfy the requirements must be compatible with ESRI's modern GIS platforms. If the analytics tool is to be used in conjunction with ESRI's desktop platform, it must be compatible with ArcGIS Pro 3.1 or higher. Utilizing ArcMap will not be acceptable, as ArcMap will be deprecated by the City of Greensboro by Q1 2025. Using ArcGIS Enterprise v10.9.3 or higher or ArcGIS Online will also be acceptable. Any products built for ArcGIS Pro, ArcGIS Enterprise, and ArcGIS Online should be housed on the City's platform and created using City owned accounts. If the selected vendor would like to build ESRI dashboards or Experience Builder applications to meet the requirements, a temporary account can be provided to the vendor for the purposes of creating the solutions in the City's environment. All products and data created for the purposes of meeting the requirements of this project shall become the property of the City of Greensboro.
- f) Coordinate the completion of Tasks a, b, and c with the community engagement process conducted by the City and/or by other contractor(s), including providing upon request intermediate data, mapping, and resources for use in community engagement, education, and communication activities.

**SECTION 3**  
**SUBMITTAL OF PRICING AND AWARD PROCESS**

- A. **Project Cost and Itemized Fee Schedule:** Submissions must state the total estimated cost of the project, including associated charges, fees, and travel expenses, not to exceed a total fixed sum. Proposals must also provide an itemized fee schedule, listing the Work Tasks, and unit pricing for each Work Task.
- B. Contractor should enter a "1" on the GePS Lines Tab and upload their project cost and itemized fee schedule with their proposal.

- C. A final project cost and fee schedule shall be negotiated with the selected Contractor, if awarded.

### **Award Process**

- A. Selection of Award: Contractor must meet all requirements and the minimums listed in the RFP and attached appendices. The City may engage in discussions with any potential Contractor prior to final determination and award. The City will award this contract based on best value.



### Award Matrix

Category Max Points	Scoring Criteria
25	<p><b><u>Technical Competency</u></b> – Specialized qualifications and technical competence of the Project Manager and team; ability to perform all Work Tasks stated in RFP</p> <p style="text-align: right;">Excellent = 19-25 Points                      Good = 13-18 Points                      Fair = 6-12 Points                      Poor = 1-5 Points                      Not Addressed or unacceptable = 0 Points</p>
10	<p><b><u>Strength of the Project Cost and Itemized Fee Schedule</u></b> – This would include overall not to exceed project cost and itemized fees.</p> <p style="text-align: right;">Excellent = 8-10 Points                      Good = 5-7 Points                      Fair = 3-4 Points                      Poor = 1-2 Points                      Not Addressed or unacceptable = 0 Points</p>
30	<p><b><u>Understanding and Approach</u></b> - Understanding of the nature of the project; quality and clarity of proposed approach.</p> <p style="text-align: right;">Excellent = 24-30 Points                      Good = 17-23 Points                      Fair = 10-16 Points                      Poor = 1-9 Points                      Not Addressed or unacceptable = 0 Points</p>
20	<p><b><u>Work Experience</u></b> - Examples and quality of similar work products and services. Letters of Support indicating positive project results. Key personnel's relevant experience.</p> <p style="text-align: right;">Excellent = 16-20 Points                      Good = 11-15 Points                      Fair = 6-10 Points                      Poor = 1-5 Points                      Not Addressed or unacceptable = 0 Points</p>
10	<p><b><u>MWBE Consideration</u></b> - Contractor Or Utilization of MWBE Subcontractors</p> <p style="text-align: right;">Contractor is an MWBE = 10 Points                      MWBE Subcontractors will be utilized = 5 Points                      Not Addressed or No utilization = 0 Points</p>
5	<p><b><u>Local Preference</u></b> – Qualify as a local contractor based on the Local Preference Policy</p> <p style="text-align: right;">Qualifies as a local contractor = 5 Points                      Does not qualify as a local contractor = 0 Points</p>