



Rochelle Park School District

Board of Education

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September 11, 2014

Rochelle Park Board Of Education
300 Rochelle Avenue
Rochelle Park, New Jersey 07662

Re: Evaluation Report of Proposal from Educational Consultant to Conduct a Feasibility Study

Dear Honorable Members of the Board:

On July 29, 2014 at 10:00 o'clock a.m., on behalf of the Board, I accepted one (1) proposal submitted by Whitehall Associates, Inc. (hereinafter referred to as "Whitehall") to conduct a Feasibility Study on behalf of the Rochelle Park Public School District (hereinafter referred to as the "District"). In accordance with N.J.S.A. 18A:18A-4.4, the proposal must be evaluated based on certain criteria. The criteria and corresponding weights include: (1) Technical Criteria and Qualifications – Fifty Percent (50% - 50 out of 100 points); (2) Management Criteria – Thirty Percent (30% - 30 out of 100 points); and (3) Cost Criteria – Twenty Percent (20% - 20 out of 100 points). Based upon my evaluation of the proposal, I recommend that the Board award the contract to conduct the District's Feasibility Study to Whitehall. The recommended proposal will provide services listed in the scope of work at an hourly rate of \$125.00 per hour, to a maximum of \$26,000.

After review of the proposal submitted, my recommendation is to award the contract to Whitehall Associates, Inc. for the following reasons: (1) the firm possesses the technical experience and qualifications, (2) the management of work and resources is performed in a timely fashion, and (3) the proposal is advantageous as to price.

1. Technical Criteria and Qualifications – Fifty Percent 50% /Fifty Points

Under the Technical Criteria and Qualifications section, Whitehall's proposal scored a forty-eight (48) out of a possible fifty (50) points.

2. Management Criteria – Thirty Percent/Thirty Points

Under the Management Criteria, Whitehall's proposal scored a possible twenty-nine (29) of thirty (30) points.


3. Cost Criteria – Twenty Percent/Twenty Points

Under the Cost Criteria, Whitehall received twenty (20) out of a possible twenty (20) points.

Conclusion

Based on the above, Whitehall received a total of ninety-seven (97) points. The Board of Education will award this contract by resolution to Whitehall Associates, Inc. at the Regular Board of Education meeting on September 15, 2014 at 7:30 P.M.

Very truly yours,


CHRISTINE M. WERNER
Business Administrator/Board Secretary