

Exhibit B

Business Location	
	Points
Within Forsyth County	5
Within North Carolina	3
Outside of North Carolina	0

Cost Effectiveness/Price Value	
	Points
Lowest cost compared to other proposals	5
Less than 5% above lowest proposal	4
5% - 20% above lowest proposal	3
21% - 50% above lowest proposal	2
Greater than 50% above lowest proposal	0

Relevant Qualifications / Experience	
	Points
Has significant experience providing (10+ years) services required - Provided 5 or more verifiable references and examples of projects	5
Has experience providing (10 years) services required. Provided 3 or more verifiable references and examples of projects	3
The Proposer has less than the required experience and/or references as specified in the RFP	0

Methodology/Consulting	
	Points
Superior -Proposer demonstrates implementation of a similar solution of substantially greater size than Winston-Salem. The proposer fully addresses all aspects of the project criteria, convincingly demonstrates that it will meet the project's performance requirements, and demonstrates no weaknesses.	5
Above Average - Proposer demonstrates implementation of a similar solution of comparable size to Winston-Salem. The Proposer fully addresses all aspects of the project criteria, convincingly demonstrates a likelihood of meeting the project's requirements, and demonstrates no weaknesses.	4
Average - Proposer demonstrates implementation of a similar solution of comparable size to Winston-Salem. The Proposer addresses all aspects of the project criteria .Methodology demonstrates only a few minor weaknesses	3
Below Average - Proposer demonstrates implementation of a similar solution of lesser size to Winston-Salem. The Proposer does not address all aspects of the project criteria. Significant weaknesses are demonstrated that clearly outweigh any strengths presented.	2
Poor – Proposer has no experience implementing a similar solution. The Proposer does not address all aspects of the criteria and indicates a strong likelihood of failure to meet the project's requirements	1
Proposer has no similar projects and proposal contains no approach to deliver the City's Federal Legislative and Lobbying Consulting Services	0

Firm Name: McGuire Woods Consulting LLC			
Evaluation Criteria	Weight	Grade	Total
Business Location	20.00	0.00	0.00
Cost Effectiveness/Price Value	20.00	5.00	100.00
Relevant Qualifications/Experience	30.00	5.00	150.00
Methodology/Consulting	30.00	4.50	135.00
Final Score	Max Score = 500	385.00	

Firm Name: KTS Strategies LLC			
Evaluation Criteria	Weight	Grade	Total
Business Location	20.00	0.00	0.00
Cost Effectiveness/Price Value	20.00	3.50	70.00
Relevant Qualifications/Experience	30.00	4.50	135.00
Methodology/Consulting	30.00	4.00	120.00
Final Score	Max Score = 500	325.00	

*Note: Although both firms have a presence in NC, neither provided the appropriate documentation to receive the location points