

Evaluation Sheet
RFP for Public Affairs/Marketing Consultant
Bid #003152017-003
April 24, 2017

	Technical	Points	The DeBerry Group	Creative Civilization	Komet Marketing	TMAC Communications	Sokoni & Associates	Capitol Core
Relevant Experience & Special Expertise		10	10.00	8.00	6.63	5.75	6.88	5.13
Recommended Public Affairs Approach		20	18.00	15.50	14.50	11.50	11.00	12.25
Recommended Marketing Approach		15	13.75	10.75	11.75	8.50	7.75	8.00
Recommended Special Events Approach		10	9.00	6.75	6.00	7.25	5.00	2.75
Key Personnel		10	9.75	7.75	7.00	6.75	4.75	5.50
Cost		15	4.21	8.89	12.63	14.04	4.45	15.00
Technical Totals		80	64.71	57.64	58.51	53.79	39.83	48.63
Small Business Economic Development Advocacy (SBEDA)								
Total DBE or HUB		5	5.00	5.00	5.00	1.25	5.00	0.00
LBE		10	10.00	10.00	10.00	4.00	10.00	0.00
Total SBEDA Criteria Goals		5	3.00	4.00	3.00	2.00	3.00	0.00
SBEDA Totals		20	18.00	19.00	18.00	7.25	18.00	0.00
Grand Totals		100	82.71	76.64	76.51	61.04	57.83	48.63
RANK BASED ON TOTAL SCORE			1	2	3	4	5	6