

Marketing Branding and Public Relations 745-11329

Meeting #3 5/28/14																
AL BATTLE	Familiarity with the area and purpose of the CRA			Innovative, creative approach to project and related performance metrics for a successful program			Experience of representatives / project team assigned			Available staff resources to complete assignments in a timely and professional manner			Cost to the City			
PROPOSING FIRM	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Total Points
Bliner Goodman	0.20	6	1.20	0.30	6	1.80	0.10	6	0.60	0.10	6	0.60	0.3	1	0.30	4.50
Conceptual Communications	0.20	3	0.60	0.30	2	0.60	0.10	5	0.50	0.10	3	0.30	0.3	2	0.60	2.60
Adept Strategy & Public Relations	0.20	1	0.20	0.30	3	0.90	0.10	4	0.40	0.10	4	0.40	0.3	3	0.90	2.80
Ambit Advertising & Public Relations	0.20	5	1.00	0.30	5	1.50	0.10	1	0.10	0.10	5	0.50	0.3	4	1.20	4.30
The Mosaic Group	0.20	2	0.40	0.30	1	0.30	0.10	3	0.30	0.10	1	0.10	0.3	5	1.50	2.60
RMA	0.20	4	0.80	0.30	4	1.20	0.10	2	0.20	0.10	2	0.20	0.3	6	1.80	4.20
SAMANTHA TIMKO	Familiarity with the area and			Innovative, creative approach to			Experience of representatives /			Available staff resources to			Cost to the City			
PROPOSING FIRM	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Total Points
Bliner Goodman	0.20	6	1.20	0.30	6	1.80	0.10	6	0.60	0.10	6	0.60	0.3	1	0.30	4.50
Conceptual Communications	0.20	3	0.60	0.30	3	0.90	0.10	5	0.50	0.10	3	0.30	0.3	2	0.60	2.90
Adept Strategy & Public Relations	0.20	2	0.40	0.30	2	0.60	0.10	4	0.40	0.10	4	0.40	0.3	3	0.90	2.70
Ambit Advertising & Public Relations	0.20	5	1.00	0.30	5	1.50	0.10	1	0.10	0.10	5	0.50	0.3	4	1.20	4.30
The Mosaic Group	0.20	1	0.20	0.30	1	0.30	0.10	3	0.30	0.10	1	0.10	0.3	5	1.50	2.40
RMA	0.20	4	0.80	0.30	4	1.20	0.10	2	0.20	0.10	2	0.20	0.3	6	1.80	4.20
LIZA TORRES	Familiarity with the area and			Innovative, creative approach to			Experience of representatives /			Available staff resources to			Cost to the City			
PROPOSING FIRM	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Total Points
Bliner Goodman	0.20	6	1.20	0.30	6	1.80	0.10	6	0.60	0.10	6	0.60	0.3	1	0.30	4.50
Conceptual Communications	0.20	3	0.60	0.30	2	0.60	0.10	5	0.50	0.10	3	0.30	0.3	2	0.60	2.60
Adept Strategy & Public Relations	0.20	2	0.40	0.30	3	0.90	0.10	4	0.40	0.10	4	0.40	0.3	3	0.90	3.00
Ambit Advertising & Public Relations	0.20	5	1.00	0.30	5	1.50	0.10	1	0.10	0.10	5	0.50	0.3	4	1.20	4.30
The Mosaic Group	0.20	1	0.20	0.30	1	0.30	0.10	2	0.20	0.10	1	0.10	0.3	5	1.50	2.30
RMA	0.20	4	0.80	0.30	4	1.20	0.10	3	0.30	0.10	2	0.20	0.3	6	1.80	4.30

	Average Points	Total Combined Points	Local Preference (if applicable)	Local Preference Deduction	Final Total Score	Final Average Score	Final Ranking
Bliner Goodman	4.50	13.50	5.0%	0.675	12.83	4.28	
Conceptual Communications	2.70	8.10	7.5%	0.6075	7.49	2.50	
Adept Strategy & Public Relations	2.83	8.50	10.0%	0.85	7.65	2.55	
Ambit Advertising & Public Relations	4.30	12.90	7.5%	0.9675	11.93	3.98	
The Mosaic Group	2.43	7.30	7.5%	0.5475	6.75	2.25	
RMA	4.23	12.70	5.0%	0.635	12.07	4.02	