Evaluation Criteria	Bill Hudson	Designsensory	McNeely Pigott & Fox	Plan Left
Company Background – 10 Points	10	5	9	9
Firm/Team Qualifications – 20 Points	20	10	15	15
Functional Requirements – 30 Points	30	10	20	10
References – 10 Points	10	5	10	10
TOTAL POINTS:	70	30	54	44
Cost – 24 Points	14.81	16.28	24.00	14.64
SBE – 6 Points	0	0	0	0
TOTALS	84.81	46.28	78	58.64

Strengths and Weaknesses

Bill Hudson

Strengths – Offeror has been in business for a long time with the firm capacity to meet Metro's needs. Offeror provided Metro specific detail and a team with strong qualifications. The proposed approach was clear, concise, and included strong examples for completing the work.

Weaknesses -

DesignSensory

Strengths -

Weaknesses – Offeror did not follow the formatting requirements making the presentation difficult to evaluate and follow. There was not a clearly identifiable company background section. There was not a clearly identifiable firm/team qualifications section. The information presented was difficult to understand.

Evaluation Criteria	Bill Hudson	Designsensory	McNeely Pigott & Fox	Plan Left
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McNeely, Pigott & Fox

Strengths – Offeror has the capacity and staff to perform the work identified. While the approach lacked some detail, the approach demonstrated an understanding of the scope and an ability to complete the work.

Weaknesses – Offeror seems to have more experience with public relations than advertising. While the firm is a highly respected firm, the proposed team does not seem to fit the scope of work and the identified team lacks key assets. The functional requirements section lacked detail.

Plan Left

Strengths – While the firm is fairly new comparatively, they have experience and capacity to provide the services.

Weaknesses – Full resumes were not provided for key personnel and the synopsis provided for key personnel lacked detail.

Enter Solicitation Title & Number Below RFQ 833318 - Digital and Social Media Marketing Team	Min. SBE/SDV Participation	Incentive Percentage				Winning Bid	
	0.0%	0.00%				\$97,250	30
Offeror's Name	Bids	SBE	SBE Participation Requirement	SBE Participation Incentive	Incentive Evaluation Amount	Status of Award	RFP Cost Points
Bill Hudson	\$97,250	\$0	\$0	\$0	\$97,250	Awarded	14.81
Designsensory	\$88,460		\$0	\$0		Evaluated	16.28
McNeely Pigott & Fox	\$60,000		\$0			Evaluated	24.00
Plan Left, LLC	\$98,360	\$0	\$0		\$98,360	Evaluated	14.64
	Pts for Raw Cost	Pts for SBE Cost	Cost Score				
Bill Hudson	14.81	0.00	14.81				
Designsensory	16.28	0.00	16.28				
McNeely Pigott & Fox	24.00	0.00	24.00				
Plan Left, LLC	14.64	0.00	14.64				