



RFQ Evaluation Scoring and Feedback Sheet - Coalition Marketing & Communications

Details: The contract resulting from this Request for Proposal, if any, shall be awarded to the responsive, responsible bidder whose proposal is determined to be the most advantageous to the Kern Coalition, taking into consideration the evaluation factors set forth in this solicitation. Proposals have been evaluated by an appointed committee using a quality point system.

Criteria	Maximum Points	Consolidated Points					
		CreativEngine Corporation	Citryn Marketing Agency LLC	Myrie Media Group LLC.	Southwest Strategies	Zap Media	Arken Strategies
Understanding the RFQ requirements and completing all required documentation as listed in the Application Requirements section of this RFQ. In addition to the above, include the following: Workplan, including milestones and deliverables. Project Lead(s) who will be the primary liaison with the Kern Coalition and proposed meeting schedule. Key personnel background, certifications, and experience in providing the requested services. (40 points)	40	165	171	196	200	167	167
Experience and relevance of similar work products and services provided to other entities and success in performing this service.	30	129	140	137	148	132	134
Fees/Pricing Structure (i.e., monthly retainers, flat fee, cost per application methodology).	10	47	47	50	50	43	50
Demonstrated experience engaging low-income populations and disinvested communities (20 points)	20	52	62	88	96	72	91
Total Points	100	393	420	471	494	414	442
*Total consolidated points possible divided by number of committee members equals weighted score		78.6	84	94.2	98.8	82.8	88.4

It is recommended to the Kern Coalition for the Marketing and Communications for the Kern Coalition be awarded to Southwest Strategies, who met all specification requirements.