

**RFQ # 942565 - Public Relations Services
Round 2 Scores**

	DVL Seigenthaler, Inc.	McNeely Pigott & Fox Public Relations, LLC	Calvert Street Group
Experience and Qualifications (40 Points)	35	35	35
Business Approach and Risk Mitigation (25 Points)	17	23	17
Interviews (15 Points)	15	11	14
Cost Information (20 Points)	14	15	20
Total Evaluation Scores	81	84	86

Evaluation Comments

DVL Seigenthaler, Inc.

Strengths -

Broad range of experience with Metro; good understanding of diversity; good interview

Weaknesses -

Did not detail risks associated with the scope of services; overly focused on branding

McNeely Pigott & Fox Public Relations, LLC

Strengths -

Broad range of experience with Metro; large staff and able to handle many departmental projects at once

Weaknesses -

Internal diversity of staff and reliance on subcontractors; did not sufficiently consider evaluators' inputs during interview; did not thoughtfully address evaluators' concerns about smart phones and social media use

Calvert Street Group

Strengths -

Success in Wake County transportation project; very strong on housing and transportation issues; good interview; strong in issues and crisis management; forthcoming in interview on answering questions

Weaknesses -

Did not detail risks associated with the scope of services; did not provide enough detail of how they would handle multiple grass roots projects simultaneously

RFQ # 942565 - Public Relations Services

Round 1 Scores

	k2forma, Inc.	DVL Seigenthaler, Inc.	McNeely Pigott & Fox Public Relations, LLC	Bill Hudson & Associates	Calvert Street Group	Connexx Multimedia, LLC	The Bingham Group
Experience and Qualifications (40 Points)	30	35	40	30	35	15	30
Business Approach and Risk Mitigation (25 Points)	15	15	23	15	17	10	12
Total Evaluation Scores	45	50	63	45	52	25	42

Evaluation Comments

k2forma, Inc.

Strengths -

Previous work with Metro; adequate experience; good grasp of language and new arrivals issues

Weaknesses -

Concern about sufficient resources to do work for all Metro departments; proposal addresses an overall Metro communications action plan instead of individual department needs;

DVL Seigenthaler, Inc.

Strengths -

Previous work with Metro; good understanding of diversity

Weaknesses -

Did not detail risks associated with the scope of services; overly focused on branding

McNelly Pigott & Fox Public Relations, LLC

Strengths -

Broadest range of experience with Metro; large staff and able to handle many departmental projects at once

Weaknesses -

Internal diversity of staff and reliance on subcontractors

Bill Hudson & Associates

Strengths -

Social media and back end analytics; good detail in risk mitigation

Weaknesses -

Experience mostly with smaller agencies; small staff for our scope of services; overall proposal presentation

Calvert Street Group

Strengths -

Success in Wake County transportation project; very strong on housing and transportation issues

Weaknesses -

Did not detail risks associated with the scope of services; did not provide enough detail of how they would handle multiple grass roots projects simultaneously

Connexx Multimedia, LLC

Strengths -

Bi-lingual platform development

Weaknesses -

Did not adequately address the RFP information

The Bingham Group

Strengths -

Project experience good; impressive client list; analytics presented were very good related to online marketing

Weaknesses -

Not much community outreach and no subcontractors proposed for this; not much detail on risk and mitigation

Solicitation Title & Number			RFP Cost Points	RFP SBE/SDV Points	Total Cost Points
Public Relations Services; RFQ# 942565			16	4	20
Offeror's Name	Total Bid Amount	SBE/SDV Participation Amount	RFP Cost Points	RFP SBE/SDV Points	Total Cost Points
Calvert Street Group	\$253,250.00	\$80,500.00	16	4	20
DVL Seigenthaler, Inc.	\$416,815.00	\$80,750.00	10	4	14
McNeely Pigott & Fox Public Relations, LLC	\$330,451.00	\$61,150.00	12	3	15

BAO SBE Assessment Sheet

BAO Specialist: JoeAnn Carr

Contract Specialist: Kevin Edwards

Department Name: Public Relations	Max Points	Maximum Proposed SBE \$\$
RFP/TB Number: 942565-Round II	4	\$196,000
Project Name: Public Relations Services		

Primary Contractor*	Prime Bid Amount (incl. Allowance)	Total Proposed SBE (\$)	SBEs approved?	Total Approved SBE (\$)	SBE Points	SBE (%)	Comments
Calvert Street Group	\$253,250.00	\$65,845.00	Yes	\$65,845.00	4	25.67	Proposed Interform Graphics @ 18% for printing and promotional items, and WithAmyMacProductions, LLC @ 8% for video productions
DVL Seigenthaler, Inc.	\$416,815.00	\$196,000.00	Yes	\$196,000.00	3.02	19.37	Proposed MPYER Marketing & Advertising @ 7.65% for Advertising, Branding & Marketing; Message Factors @ 5.10% for Research Services, Allen Clark Photography @ 2.55% for Photography Services, Hispanic Marketing Group @ 2.04% Multi-cultural (Hispanic) Services, and Bond Republic LLC (aka Allegra Printing) @ 5.10% for Full printing services
McNeely Pigott & Fox Public Relations, LLC	\$330,451.00	\$61,166.48	Yes	\$61,166.48	2.88	18.51	Proposed Denor Brands @ 2.12% for Direct communication strategies, community outreach, and earned media, Hispanic Marketing Group @ 6.20% for Direct communication strategies, community outreach, and earned media, The MEPR Agency @ 4.09%; for Direct communication strategies, earned media, advertising and That's Classic Media each at 6.10% for Video

Column Headings

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White cells with text are fields that you can edit.

Gray cells with bold text contain formulas that can not be changed.