

RFP- 2905 Media Buy Services

Budget: \$ 350,000 09/28/223 at 1:30 PM via Teams

| Evaluators: 1-Christine, 2-Fatima, 3-Chris | Love Advertising | | | | BQR Advertising and Public Relations, Inc. | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|-------|--------------------|--------------------------------------------|-------|-------|--------------------|
| | Project Relative Weight | | | Average Team Score | | | | Average Team Score |
| | E1 | E2 | E3 | 90.40 | E1 | E2 | E3 | 88.50 |
| Small Business Participation - 5 pts | | | | | | | | |
| Calculation of Small Business Participation - SB Prime Basis | 5.00 | | | | 5.00 | | | |
| Price - 30 pts | Actual Price | | | | Actual Price | | | |
| Purchase Price Calculation per "Instruction to Respondents" | \$92,386.00 | | 22.73 | | \$70,000.00 | | 30.00 | |
| Respondent's (and Subconsultant's, if applicable) Reputation and Quality of Services - 40 pts | | | | | | | | |
| Quality of Respondent's goods and services 10 pts | 10.00 | 10.00 | 10.00 | 10.00 | 8.00 | 8.00 | 8.00 | 8.00 |
| Respondent's Past Performance 10 pts | 10.00 | 10.00 | 9.50 | 9.83 | 7.00 | 7.50 | 7.00 | 7.17 |
| Respondent's demonstrated understanding and acceptable of the scope of work 5 pts | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 | 4.67 |
| Qualifications and experience of assigned personnel in service or projects like this Project 10 pts | 9.00 | 10.00 | 9.00 | 9.33 | 8.00 | 8.00 | 8.00 | 8.00 |
| Availability of other resources, including staffing capabilities and location of facilities 5 pts | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 4.00 | 4.67 |
| Total Average - Respondent's Reputation and Quality of Services | 39.00 | 40.00 | 38.50 | 39.17 | 33.00 | 32.50 | 32.00 | 32.50 |
| Benefit to PHA - 20 pts | | | | | | | | |
| The extent to which services, including available service options and solutions proposed meet the PHA's needs 10 pts | 10.00 | 10.00 | 10.00 | 10.00 | 8.00 | 8.00 | 7.00 | 7.67 |
| The total long-term cost to acquire goods or services 10 pts | 8.00 | 10.00 | 8.00 | 8.67 | 8.00 | 9.00 | 8.50 | 8.50 |
| Total Average - Performance Plan and Other Benefits | 18.00 | 20.00 | 18.00 | 18.67 | 16.00 | 17.00 | 15.50 | 16.17 |
| Overall Compliance with PHA Policies and Instructions - 5 pts | | | | | | | | |
| Full completion of the proposal Response form and submission of the items required by the proposal documents, including, but not limited to, all items set forth in Section C of the proposal Response form, and including addenda, if any 2 pts | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 |
| Understanding and acceptance of PHA's contract requirements 1 pts | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Transparency of all fees 1 pts | 0.50 | 1.00 | 1.00 | 0.83 | 0.50 | 1.00 | 1.00 | 0.83 |
| Response acceptably presented in terms of clarity, conciseness, organization and appearance 1 pts | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Total Average - Overall Compliance with PHA Policies and Instructions | 4.50 | 5.00 | 5.00 | 4.83 | 4.50 | 5.00 | 5.00 | 4.83 |
| TEAM AVERAGE TOTAL SCORES | | | | 90.40 | | | | 88.50 |

RFP- 2905 Media Buy Services

Budget: \$ 350,000 09/28/223 at 1:30 PM via Teams

| Evaluators: 1-Christine, 2-Fatima, 3-Chris | | Carlberg, LLC | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------|-------|--------------------|
| Project Relative Weight | | | | Average Team Score |
| E1 | E2 | E3 | 75.59 | |
| Small Business Participation - 5 pts | | | | |
| Calculation of Small Business Participation - SB Prime Basis | | | | 0.00 |
| Price - 30 pts | | | | |
| Actual Price | | | | |
| Purchase Price Calculation per "Instruction to Respondents" | | \$102,000.00 | 20.59 | |
| Respondent's (and Subconsultant's, if applicable) Reputation and Quality of Services - 40 pts | | | | |
| Quality of Respondent's goods and services 10 pts | 8.00 | 8.50 | 10.00 | 8.83 |
| Respondent's Past Performance 10 pts | 8.00 | 8.00 | 9.50 | 8.50 |
| Respondent's demonstrated understanding and acceptable of the scope of work 5 pts | 4.00 | 4.00 | 5.00 | 4.33 |
| Qualifications and experience of assigned personnel in service or projects like this Project 10 pts | 7.00 | 9.00 | 8.00 | 8.00 |
| Availability of other resources, including staffing capabilities and location of facilities 5 pts | 5.00 | 5.00 | 5.00 | 5.00 |
| Total Average - Respondent's Reputation and Quality of Services | 32.00 | 34.50 | 37.50 | 34.67 |
| Benefit to PHA - 20 pts | | | | |
| The extent to which services, including available service options and solutions proposed meet the PHA's needs 10 pts | 7.00 | 8.00 | 10.00 | 8.33 |
| The total long-term cost to acquire goods or services 10 pts | 6.00 | 8.50 | 6.50 | 7.00 |
| Total Average - Performance Plan and Other Benefits | 13.00 | 16.50 | 16.50 | 15.33 |
| Overall Compliance with PHA Policies and Instructions - 5 pts | | | | |
| Full completion of the proposal Response form and submission of the items required by the proposal documents, including, but not limited to, all items set forth in Section C of the proposal Response form, and including addenda, if any 2 pts | 2.00 | 2.00 | 2.00 | 2.00 |
| Understanding and acceptance of PHA's contract requirements 1 pts | 1.00 | 1.00 | 1.00 | 1.00 |
| Transparency of all fees 1 pts | 1.00 | 1.00 | 1.00 | 1.00 |
| Response acceptably presented in terms of clarity, conciseness, organization and appearance 1 pts | 1.00 | 1.00 | 1.00 | 1.00 |
| Total Average - Overall Compliance with PHA Policies and Instructions | 5.00 | 5.00 | 5.00 | 5.00 |
| TEAM AVERAGE TOTAL SCORES | | | | 75.59 |