

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.

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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.

