

Solicitation No.: **RDR0001**

Project: **Public Information and Communications Services (PI&C) for Capital Improvement Projects**

Received: **January 15, 2008**

COMPOSITE SCORES - OPTION #1

☒ Option 1 - Road reconstruction projects, intersection improvement projects, and new roads

☐ Option 2 - Utility (water, wastewater and drainage) projects

☐ Option 3 - Architectural projects and projects of less than \$1,000,000

Evaluation Factors / Proposers	Concept Development and Planning (MBE/FB) Austin, TX	Estilo Communications Inc. (MBE/FH) Austin, TX	Intrinsic Consulting Inc. (WBE)* Wimberley, TX	Jose E. Martinez LLC (MBE/MH) Austin, TX		
1) Project Concept and Solutions Proposed (40 Points Maximum)	34.25	25.75	XXXXXXX	31.50		
2) Demonstrated Applicable Experience with City of Austin public relations or similar agency and type experience (20 Points Maximum)	17.00	14.25	XXXXXXX	16.50		
3) Personnel Qualifications (20 points Maximum)	17.50	12.75	XXXXXXX	15.50		
4) Total Evaluated Cost (20 Points Maximum)	14.07	20.00	XXXXXXX	16.71		
SUB-TOTAL (100 Points Maximum)	82.82	72.75	XXXXXXX	80.21		
Optional Interview (25 Points Maximum)	0.00	0.00	XXXXXXX	0.00		
TOTAL POINTS (125 Points Maximum)	82.82	72.75	NON RESPONSIVE	80.21		
RANKING	1	3	N/A	2		

*Intrinsic did not submit any of the three amendments. Amendment No. 2 included a new cost proposal.

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COMPOSITE SCORES - OPTION #2

☐ Option 1 - Road reconstruction projects, intersection improvement projects, and new roads

☒ Option 2 - Utility (water, wastewater and drainage) projects

☐ Option 3 - Architectural projects and projects of less than \$1,000,000

Evaluation Factors / Proposers	Concept Development and Planning (MBE/FB) Austin, TX	Estilo Communications Inc. (MBE/FH) Austin, TX	Group Solutions RJW (MBE/FB) Austin, TX	Jose E. Martinez LLC (MBE/MH) Austin, TX	Pink Consulting (MBE/FH) Austin, TX	Tate AustinHAHN Austin, TX
1) Project Concept and Solutions Proposed (40 Points Maximum)	XXXXXXX	26.25	37.50	32.75	32.00	38.25
2) Demonstrated Applicable Experience with City of Austin public relations or similar agency and type experience (20 Points Maximum)	XXXXXXX	14.25	19.50	17.75	15.00	17.00
3) Personnel Qualifications (20 points Maximum)	XXXXXXX	12.00	19.50	16.00	16.00	18.25
4) Total Evaluated Cost (20 Points Maximum)	XXXXXXX	20.00	9.98	16.41	0.54	8.33
SUB-TOTAL (100 Points Maximum)	XXXXXXX	72.50	86.48	82.91	63.54	81.83
Optional Interview (25 Points Maximum)	XXXXXXX	0.00	0.00	0.00	0.00	0.00
TOTAL POINTS (125 Points Maximum)	OPTION 1 AWARDDEE / INELIGIBLE FOR OPTION 2	72.50	86.48	82.91	63.54	81.83
RANKING	N/A	4	1	2	5	3

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COMPOSITE SCORES - OPTION #3

☐ Option 1 - Road reconstruction projects, intersection improvement projects, and new roads

☐ Option 2 - Utility (water, wastewater and drainage) projects

☒ Option 3 - Architectural projects and projects of less than \$1,000,000

Evaluation Factors / Proposers	Concept Development and Planning (MBE/FB) Austin, TX	Estilo Communications Inc. (MBE/FH) Austin, TX	Mass Appeal Austin, TX	Pink Consulting (MBE/FH) Austin, TX		
1) Project Concept and Solutions Proposed (40 Points Maximum)	XXXXXXX	26.75	10.00	31.25		
2) Demonstrated Applicable Experience with City of Austin public relations or similar agency and type experience (20 Points Maximum)	XXXXXXX	14.00	7.00	15.75		
3) Personnel Qualifications (20 points Maximum)	XXXXXXX	12.75	9.75	15.75		
4) Total Evaluated Cost (20 Points Maximum)	XXXXXXX	20.00	11.84	0.54		
SUB-TOTAL (100 Points Maximum)	XXXXXXX	73.50	38.59	63.29		
Optional Interview (25 Points Maximum)	XXXXXXX	0.00	0.00	0.00		
TOTAL POINTS (125 Points Maximum)	OPTION 1 AWARDDEE / INELIGIBLE FOR OPTION 3	73.50	38.59	63.29		
RANKING	N/A	1	3	2		