

Review of Proposals
RFP 4-2080 Pacific Surfliner Field Marketing Services
 Presented to LOSSAN Board of Directors - July 15, 2024
 17 proposals were received, 2 firms were interviewed, 1 firm is being recommended.

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	89	The Abbi Agency Headquarters: Reno, Nevada Project Office: Reno, Nevada	NReal Media Straegies	Extensive qualifications and experience providing fielding marketing services. Proposed project manager has extensive experience. Proposed project team is knowledgeable with relevant experience. Proposed a strong work plan that addresses all the requirements of the scope of work. Received positive responses from references. Project experience and samples from the travel and tourism industry. Provided detailed responses to interview questions. Proposed competitive pricing.	\$132.86
2	72	Rocket Launch Marketing and Public Relations Headquarters: Chino Hills, California Project Office: Orange, California	Arellano Associates	Demonstrated experience as a marketing and public relations agency. Proposed project manager has seven years of experience. Proposed project team has relevant experience. The firms proposed work plan addressed field marketing but focused more on creative marketing overall. Provided detailed responses to interview questions. Received positive responses from references. Proposed that most of Scope of Work be completed by subcontractor. Did not provide details on past relevant work with propsoed subcontractor. The firm proposed multilingual outreach experience but did not provide any relevant or previous work samples. The firm did not demonstrate familiarity or understanding of the Pacific Surfliner and its field marketing needs Proposed higher hourly rates.	\$170.15

Evaluation Panel:

- Internal:
 Contracts Administration and Materials Management (1)
 LOSSAN Marketing (2)
- External:
 San Joaquin Joint Powers Authority (1)
 Capitol Corridor Joint Powers Authority (1)

Proposal Criteria

- Qualifications of the Firm
 Staffing and Project Organization
 Work Plan
 Cost and Price

Weight Factors

- 25%
 25%
 30%
 20%