

Review of Proposals
RFP 7-1687 Pacific Surfliner Marketing Services (Project B)
Presented to LOSSAN Board of Directors - August 21, 2017
7 firms proposed, 2 firms were short-listed, 1 firm is being recommended

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	80.3	Webb & Duff's, doing business as Truth and Advertising Santa Ana, California	U. S. International Media NRS Marketing Solutions Geo Commerce Sontes Insight LLC Akorn Entertainment Campsite Media House HannaRose Productions An Ideal World Lyon Studios Walter Urie Photography Scott Montgomery Photography Don Bonsey Photography The ACE Agency Bumpercar, Inc. The LanguageWorks, Inc.	Highest-ranked firm overall. Strong proposal. Excellent qualifications and extensive applicable marketing experience. Proposed a knowledgeable and experienced project team. Proposed good and sufficient availability. Detailed approach for integrated advertising and direct response marketing. Provided campaign concepts to demonstrate how its approach would be applied. Demonstrated a clear understanding of the project requirements. Good use of research and metric tools for media buy strategies. Presented well and answered questions thoroughly during the interview. Positive feedback from references. Proposed lower weighted average hourly rate.	\$94.57
2	69.0	Civilian, Inc. San Diego, California	None	Good proposal. Relevant advertising and direct response marketing experience. Handles all printing and media buying in-house. Project team consists of senior and junior level staff. Discussed approach such as activities involved and metrics to be used. Proposed higher weighted average hourly rate.	\$152.18

Evaluation Panel:

Contracts Administration and Materials Management (1)
LOSSAN (3)

Proposal Criteria

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

Weight Factors

25%
25%
30%
20%