

**Review of Proposals**  
**RFP 0-2025 Pacific Surfliner Digital Marketing Services**

Presented to Board of Directors - May 18, 2020

**Thirteen firms proposed, two firms interviewed, one firm is being recommended.**

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Firm-Fixed Price
1	75	<b>GoSeeTell Network, dba Sparkloft Media</b> Portland, Oregon	None	Highest-ranked firm overall.  Firm was founded in 2006 and has 55 employees. Experience providing marketing services for multiple agencies including the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency. Proposed account manager has ten years of experience conducting digital media campaigns related to travel. Proposed project team members have experience providing digital campaigns, and implementing advertisements through various social media platforms. Proposed sufficient availability for this effort. Demonstrated an understanding of the project requirements. Identified tools for team communication software, project management software, and customer experience management software. Presented approach and answered questions during the interview. Project team demonstrated strong organizational skills during the interview. Received positive responses from references. Proposed competitive pricing.	\$198,000
2	65	<b>Clockwork Media, LLC</b> Los Alamitos, California	None	Firm was founded in 2010 and has 12 employees. Firm provides promotions and digital marketing. Firm did not demonstrate experience promoting or creating digital campaigns for travel agencies. Proposed project manager with 15 years of experience. Proposed project team members have experience providing digital print advertising, marketing, program management, social media, and graphic design digital media. Work plan did not identify set deliverables in the the scope of work. Identified tools for project workflow communication software, cloud based document storage, and project management and accounting software. Demonstrated a good understanding of the Pacific Surfliner and offered potential campaign ideas. Presented approach and answered questions during the interview. Received positive responses from references. Proposed lower pricing.	\$175,600

**Evaluation Panel:**

Internal:

Contracts Administration and Materials Management (1)  
Los Angeles-San Diego-San Luis Obispo Rail Corridor Agency (3)

**Proposal Criteria**

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

**Weight Factors**

25%  
25%  
30%  
20%