

**Final Evaluation Document with Oral Interviews**  
**RFP Number 4353Z1**  
**Public Relations**  
**Opening Date: May 16, 2013 2:00pm**

Evaluation Criteria	Possible Points	Snitily Carr	Swanson Russell
<b>Part 1.0 Executive Summary</b>	<b>20</b>	14.8	16.2
<b>Part 2.0 Corporate Overview</b>	<b>45</b>	31.7	37.8
<b>Part 3.0 Technical Approach</b>	<b>70</b>	40.5	53
<b>Part 4.0 Cost Proposal</b>	<b>40</b>	40	39.07
<b>Total Points without Oral Interviews</b>	<b>175</b>	<b>127</b>	<b>146.07</b>
<b>Oral Interviews, (if required)</b>	<b>40</b>	24.3	33
<b>Total Points with Oral Interviews</b>	<b>215</b>	<b>151.3</b>	<b>179.07</b>
<b>Ranking</b>		<b>2</b>	<b>1</b>