

**Final Evaluation Document**  
**RFP Number RFP 4691 Z1**  
**Social Media Services**  
**Opening Date: June 5, 2014 2:00 PM**

Evaluation Criteria	Possible Points	SMC	Minnow	50 & 5	Brandt	
<b>Part 1.0 Corporate Overview</b>	<b>50</b>	44	30.7	33	36.3	
<b>Part 2.0 Technical Approach</b>	<b>100</b>	97.3	35	42	86.3	
<b>Part 3.0 Cost Proposal</b>	<b>50</b>	50	9	17	34	
<b>Total Points</b>	<b>200</b>	<b>191.3</b>	<b>74.7</b>	<b>92</b>	<b>156.6</b>	
<b>Ranking</b>		<b>1</b>	<b>4</b>	<b>3</b>	<b>2</b>	

The Brandt Group, LLC = Brandt  
 Fifty & Five, LLC = 50 & 5  
 REG, CMYK, Inc. DBA: Minnow Project = Minnow  
 Social Media Contractors, LLC = SMC