

Final Evaluation Document with Oral Interviews
RFP Number 5043 Z1
Opening Date: July 1, 2015 @ 2:00 PM
Marketing Plan, Branding Development & Website Development

Marketing Plan

Evaluation Criteria	Possible Points	Firespring	Brandignity	Atlas	DCI
Part 1.0 Corporate Overview	55	48.8	31.2	47	52.2
Part 2.0 Technical Approach	95	81.2	48	73.2	86.8
Total Points without Oral Interviews	150	130	79.2	120.2	139
Oral Interviews	50	48	0	9.4	37.2
Total Points with Oral Interviews	200	178	79.2	129.6	176.2
Part 3.0 Cost – Best and Final Offer	50	20.55	11.44	50	7.29
Total Points	250	198.55	90.64	179.6	183.49

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Branding Development

Evaluation Criteria	Possible Points	Firespring	Brandignity	Atlas	DCI
Part 1.0 Corporate Overview	55	49.2	31	46.8	51.6
Part 2.0 Technical Approach	95	81.4	49.4	71.4	87.2
Total Points without Oral Interviews	150	130.6	80.4	118.2	138.8
Oral Interviews	50	48.4	0	9.2	35.4
Total Points with Oral Interviews	200	179	80.4	127.4	174.2
Part 3.0 Cost – Best and Final Offer	50	12.67	17.46	50	11.32
Total Points	250	191.67	97.86	177.4	185.52

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Website Development

Evaluation Criteria	Possible Points	Firespring	Brandignity	Atlas	Golden Shovel
Part 1.0 Corporate Overview	55	49.4	31.2	47.4	44.4
Part 2.0 Technical Approach	95	89.2	50	73.8	77.8
Total Points	150	138.6	81.2	121.2	122.2
Oral Interviews	50	49.4	0	10.6	18.8
Total Points with Oral Interviews	200	188	81.2	131.8	141
Part 3.0 Cost – Best and Final Offer	50	21.54	23.33	50	12.11
Total Points	250	209.54	104.53	181.8	153.11