

FINAL EVALUATION DOCUMENT with BAFO & Oral Presentations**RFP Number 6028 Z1****Advertising and Marketing Services****Opening Date: May 2, 2019 (BAFO)**

Evaluation Criteria	Possible Points	Bcom Solutions, LLC	Bozell and Jacobs, LLC	Firespring	Paulsen Marketing	Strategic America, Inc.	Swanson Russell
Part 1.0 Corporate Overview	60	50.6	57.3	50.5	55	53	52
Part 2.0 Technical Approach	445	389.6	432	364.75	427	416	427
Part 1.0 & Part 2.0 Total Points	505	440.2	489.3	415.25	482	469	479
Part 3.0 Best and Final Offer (BAFO)	215	215	146.2		121.8	152.3	135.4
Total Points with BAFO	720	655.2	635.5		603.8	621.3	614.4
Part 4.0 Oral Presentation	50	33.6	40.3			40.6	35.6
Total Points w/ BAFO & Oral Presentation	770	688.8	675.8			661.9	650
Ranking		1	2			3	4

Firespring was determined to be non-responsive at the BAFO phase since they included the removed Commission Rates.
The top four scoring bidders were invited for Oral Presentations.