

**FINAL EVALUATION DOCUMENT**  
**RFP 6862 Z1**  
**Marketing Research**  
**Opening Date: March 12, 2024 2:00 PM**

Evaluation Criteria	Possible Points	Heart+Mind Strategies	SMAR Insights	DJ Case & Associates	Smith Kroeger	OBI Creative	Strategic America (Option1)	Strategic America (Option 2)	Magid
<b>Part 1.0 Corporate Overview</b>	25	10.9	18.4	15.3	14.6	9.7	17.6	17.6	9
<b>Part 2.0 Technical Approach</b>	60	30.6	49	42.6	31.3	29.6	43	43	27.2
<b>Part 3.0 Cost Proposal</b>	15	2.96	15	5.47	5.91	8.64	3.31	3.72	6.14
<b>Total Points</b>	100	44.46	<b>82.4</b>	63.37	51.81	47.94	63.91	64.32	42.34
<b>Ranking</b>		7th	<b>1st</b>	4th	5th	6th	3rd	2nd	8th