

RFP 2015-176

Request For Proposals For Public Health Marketing Contractor

Evaluation Criteria	Max. Points	Best and Final Offer Scores	
		Belmont Icehouse HUB - Yes	The S&G Group HUB - Yes
Company Experience & Demonstration Results	30	27.36	26.88
Sample Work Submission	20	17.44	15.36
Innovation	10	9.36	9.12
References	10	8.00	8.00
Pricing	30	29.33	29.55
Total Score	100	91.49	88.91

Award Recommendation:

Primary: Belmont Icehouse
Secondary: The S&G Group

RFP NO. 2015-176 REQUEST FOR PROPOSALS FOR PUBLIC HEALTH MARKETING CONTRACTOR

Evaluation Criteria	Max. Points	Belmont Icehouse Dallas, TX HUB - No	The S&G Group Arlington, TX HUB - Yes	Alpha Business Images, LLC Dallas, TX HUB - Yes	BrandEra Fort Worth, TX HUB - Yes	bloomfield knoble Irving, TX HUB - No	Taylor Collective Solutions Austin, TX HUB - Yes	DSSM Tomball, TX HUB - No
Company Experience & Demonstration Results	30	27.36	26.88	25.08	22.68	15.12	19.08	5.76
Sample Work Submission	20	17.44	15.36	16.48	9.60	10.24	7.52	0.96
Innovation	10	9.36	9.12	8.00	8.00	5.20	5.68	0.40
References	10	8.00	8.00	2.08	4.00	5.68	2.00	2.00
Pricing	30	18.55	18.57	20.98	28.33	24.23	19.88	11.02
Total Score	100	80.71	77.93	72.62	72.61	60.47	54.16	20.14

AWARD RECOMMENDATION:

Non-Responsive: Pavlov (Addendum II not submitted)

Non-Responsive: OCG/PR (Addendum I not submitted)