

PUBLIC RELATIONS CONSULTANT

RFP #HR2020-20

FINAL RANKINGS, NOVEMBER 4, 2020

Evaluator	DIAZ CONSULTING	INK MARKETING	MARKET MEDIA	QUEST	PR GURU
Samantha Fraga-Lopez	71	71	83	85	95
Yvette Valdez	52	70	80	95	98
Marcus Lightfoot	67	77	84	80	97
TOTAL	190	218	247	260	290
RANK	5	4	3	2	1
Evaluator	DIAZ CONSULTING	INK MARKETING	MARKET MEDIA	QUEST	PR GURU
Samantha Fraga-Lopez	71	71	83	85	95
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Marcus Lightfoot	67	77	84	80	97



**FINAL
Evaluation
Scoring Sheet**

Procurement Division
6130 Sunset Drive
South Miami, Florida 33143
(305) 663-6339
www.southmiamifl.gov


RFP Title: PUBLIC RELATIONS CONSULTING SERVICES
 RFP No.: POW 2020-20
HR

DIRECTIONS: Please score each firm, for each specific criteria provided. Scoring is based on each criteria listed below with a maximum score for each criteria. The total score for each proposer is calculated by adding each criteria for a total score by proposer. The maximum score total score for each proposer is 100 points.

Criteria		DIAZ CONSULTING	INK MARKETING	MARKET MEDIA	QUEST	PR GURU
1	Qualifications, competency and technical expertise of the firm and personnel to perform the services in accordance with the Scope of Services: Maximum Points: 25	17	18	20	22	24
2	Format, professional appearance and layout of the Respondent provided "Sample City News Update Issue" as described in the Scope of Services: Maximum Points: 30	25	20	23	22	27
3	Pricing. How does the proposed bid price compare a) to other proposals and b) to previous contract bid(s), current market trends and/or studies: Maximum Points: 20	10	12	18	14	15

4	Samples of work and related past and/or current experience: Maximum Points: 20	14	15	17	19	20
5	References/Good-standing with previous clients: Maximum Points: 10	5	6	5	8	9
Total Score:		71	71	83	85	95

Additional Comments: _____

Reviewed by: Samantha Froga-Lopez (Print Name)  (Signature) Date: 11-4-2020



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Criteria		DIAZ CONSULTING	INK MARKETING	MARKET MEDIA	QUEST	PR GURU
1	Qualifications, competency and technical expertise of the firm and personnel to perform the services in accordance with the Scope of Services: Maximum Points: 25	17	17	17	25	25
2	Format, professional appearance and layout of the Respondent provided "Sample City News Update Issue" as described in the Scope of Services: Maximum Points: 30	10	20	20	30	25
3	Pricing. How does the proposed bid price compare a) to other proposals and b) to previous contract bid(s), current market trends and/or studies: Maximum Points: 20	10	16	20	14	18

4	Samples of work and related past and/or current experience: Maximum Points: 20	10	12	15	18	20
5	References/Good-standing with previous clients: Maximum Points: 10	5	5	8	8	10
Total Score:		52	70	80	95	98

Additional Comments:

Reviewed by:

Yvette Valdes
(Print Name)

YV
(Signature)

Date: 11/4/2020



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Criteria		DIAZ CONSULTING	INK MARKETING	MARKET MEDIA	QUEST	PR GURU
1	Qualifications, competency and technical expertise of the firm and personnel to perform the services in accordance with the Scope of Services: Maximum Points: 25	20	20	20	20	25
2	Format, professional appearance and layout of the Respondent provided "Sample City News Update Issue" as described in the Scope of Services: Maximum Points: 30	15	20	17	25	20 27
3	Pricing. How does the proposed bid price compare a) to other proposals and b) to previous contract bid(s), current market trends and/or studies: Maximum Points: 20	10 7	10	20	10	15

4	Samples of work and related past and/or current experience: Maximum Points: 20	15	17	17	15	20 ① ②
5	References/Good-standing with previous clients: Maximum Points: 10	① ② 10	10	10	10	10
Total Score:		67	77	84	80	97

Additional Comments:

Reviewed by:

Marcus Lightfoot
(Print Name)

Mandy [Signature]
(Signature)

Date:

11/4/2020