

# **Post-Solicitation Briefing for On-Call Professional Consulting Services for Marketing and Communication**



## **Audit Committee**

Date: September 10, 2024

Presented by: Catherine Hernandez, Director, Transportation Department

# Solicitation Overview



The Transportation Department issued a solicitation for firms to provide on-call professional consulting services for marketing, communications, and other programmatic areas. The scope of services include, but is not limited to, on-call analysis, public engagement, marketing, data collection/survey and communication, graphic design services, and staff augmentation for multiple projects to be delivered through various programs and funding sources.

## Solicitation Type

- Request for Proposals (RFP)

## Proposed Term

- 3 years with 2, 1-year options

## Estimated Value

- \$490K annually
- \$2.45 million total

## Funding Source

- General Fund
- Safe Streets and Roads for All Grant

## Current Contract Status

- New Contract

# Recommended Award



FINAL SCORE MATRIX

RFP - On-Call Professional Consulting Services for Marketing and Communication (24-078; 6100016875)  Score Summary *FINAL EVALUATION August 16, 2024	Maximum Points	VENDOR A	VENDOR B	VENDOR C	VENDOR D
A - Experience, Background and Qualifications	45	39.14	39.57	26.43	26.57
B - Proposed Plan	40	35.14	33.86	22.14	18.57
A - B Sub-Total	85	74.28	73.43	48.57	45.14
C - Price	15	14.83	14.69	14.57	15.00
TOTAL SCORE	100	89.11	88.12	63.14	60.14
RANK BASED ON TOTAL SCORE		1	2	3	4

\*One evaluation meeting held, and no interviews conducted.

SBEDA Program – Not Applicable

Local Preference Program – Not Applicable

Veteran-Owned Small Business Preference Program – Not Applicable

# Due Diligence



## Finance and Auditor Departments – Due Diligence Results

Number of vendors notified:

1,345

Number of vendors at pre-submittal conference:

9

Number of responses received:

4

Results of Minimum Requirements Review

No Material Findings

Results of Due Diligence Review

No Material Findings



# Thank You

Date: September 10, 2024

Presented by: Catherine Hernandez, Director, Transportation Department