

RFP# 241-19-01 (32168) PROMOTIONAL MARKETING MATERIALS CATALOG - CRITERIA EVALUATION FORM

| EVALUATION CRITERIA | Max Points | FIRM | FIRM | FIRM | FIRM |
|---|------------|-------------------|---------------------|-------------------|---------------|
| | | Victoria Gronberg | Big Hit Productions | The McKenna Group | Print to Suit |
| Parameters: | | | | | |
| Proposed Price: A comparison of 72 like sample line items were evaluated for pricing. Pricing does not reflect the contract value rather the amount of the 72 like items evaluated | | \$48,000.60 | \$49,624.50 | \$82,973.45 | \$90,742.05 |
| <u>The purchase price; NOT TO BE EVALUATED BY COMMITTEE MEMBERS. Purchasing Dept. will enter separately. Based on a standard formula Personal Property Purchase: 50-55, Combination of Goods and Services or Service (only):40-50 Split with long-term cost if applicable.</u> | 40 | 40 | 39 | 23 | 21 |
| The reputation of the vendor and of the vendor's goods or services; Range 0-10 List and scope of references Things to consider: Points should be awarded for companies with references that demonstrate experience in performing work similar in size and scope proposed in this solicitation. Will references for K-12, higher end, other governmental entities and private sector receive the same weight? If not, identify the preferences and associated weights. How will similar in size and scope be defined? Number of student, cost of project, or quantity of items | 14 | 14 | 14 | 14 | 14 |
| The quality of the vendor's goods or services; Range 0-10.Things to consider: equal services have been provided for projects of similar size and scope. | 13 | 13 | 13 | 13 | 13 |
| The extent to which the goods or services meet the district's needs 10-30 | 30 | 30 | 30 | 30 | 30 |
| The vendor's past relationship with the district; Range 0-3 District standard is to award points as follows: 3 – performed above contract standards 2 – performed to contract standards 1 – instances of substandard performance but deficiencies were promptly corrected when notified 0 – no previous experience with GISD Negative 1-10 may be assigned based on the number of written complaint letters issued by the Purchasing Department | 3 | 3 | 3 | 3 | 3 |
| The impact on the ability of the district to comply with the laws and rules relating to historically under-utilized businesses (HUB); (must be 0 points) | 0 | 0 | 0 | 0 | 0 |
| The total long-term cost to the district to acquire the vendor's goods and services; | 0 | 0 | 0 | 0 | 0 |
| Employs at least 500 persons in this state; and For a contract for goods and services, other than goods and services related to telecommunications and information services, building construction and maintenance, or instructional materials, whether the vendor or the vendor's ultimate parent company or majority owner: A. has its principal place of business in this state B. employs at least 500 persons in this state | 0 | 0 | 0 | 0 | 0 |
| Total Points | 100 | 100 | 99 | 83 | 81 |
| The District solicited 131 vendors and received 5 responses | | | | | |