

PROPOSAL SCORE SUMMARY MATRIX

RFP Coordinator: Donna Wallis

Date: 4/16/2025

Qualifications and Experience: 20 points	5BY5 AGENCY		A TO Z COMMUNICATIONS		CRISTOPH COMMUNICATIONS		STONE CREATIVE	
Evaluator 1	2		1		1		20	
Evaluator 2	15		10		5		18	
Evaluator 3	14		12		8		18	
Evaluator 4	15		12		10		20	
Evaluator 5	9		11		7		16	
Technical Approach: 40 points	Average Score:	11.00	Average Score:	9.20	Average Score:	6.20	Average Score:	18.40
Evaluator 1	8		8		8		40	
Evaluator 2	32		24		8		40	
Evaluator 3	19		17.4		10.8		35	
Evaluator 4	18.2		12.4		10.4		40	
Evaluator 5	18		13.4		8.8		37.4	
Technical Total:	Average Score:	19.04	Average Score:	15.04	Average Score:	9.20	Average Score:	38.48
		30.04		24.24		15.40		56.88
Cost Proposal: 40 points	Score:	7.71	Score:	13.7	Score:	n/a	Score:	40
Proposal Score: 100 points	Total Score:	37.75	Total Score:	37.94	Total Score:	n/a	Total Score	96.88

			5 by 5 Agency			A to Z Communications			Stone Creative	
Description of Services		Possible Points	Cost	Points Awarded		Cost	Points Awarded		Cost	Points Awarded
Hourly Services	Design & Development	4	\$175.00	1.14		\$150.00	1.33		\$50.00	4
	Remote Consultation	4	\$175.00	1.14		\$130.00	1.54		\$50.00	4
	On-Site Consultation	4	\$175.00	1.14		\$195.00	1.03		\$50.00	4
	Conversion	4	\$175.00	1.14		\$150.00	1.33		\$50.00	4
Flat Fee Services	Category 1	4	\$5,900.00	0.58		\$1,850.00	1.84		\$850.00	4
	Category 2	8	\$11,900.00	1.04		\$3,700.00	3.35		\$1,550.00	8
	Category 3	4	\$14,900.00	0.53		\$6,450.00	1.22		\$1,975.00	4
	Category 4A	4	\$14,900.00	0.60		\$9,325.00	0.97		\$2,250.00	4
	Category 4B	4	\$29,900.00	0.38		\$10,525.00	1.09		\$2,875.00	4
		<u>40</u>	<u>7.71</u>			<u>13.70</u>			<u>40</u>	