

**PROPOSAL TABULATION**

PROPOSAL NUMBER: DOT-RFP-22-9029-CA

PROPOSAL TITLE: **SAFETY VITAL FEW PEDESTRIANS AND BICYCLE SAFETY PAID MEDIA CAMPAIGN**

FAILURE TO FILE A PROTEST WITHIN THE TIME PRESCRIBED IN SECTION 120.57(3), FLORIDA STATUTES, OR FAILURE TO POST THE BOND OR OTHER SECURITY REQUIRED BY LAW WITHIN THE TIME ALLOWED FOR FILING A BOND SHALL CONSTITUTE A WAIVER OF PROCEEDINGS UNDER CHAPTER 120, FLORIDA STATUTES

OPENING DATE: 10/25/21 TIME: 11:00 A.M.  
 PRICE OPENING DATE: 11/04/21 TIME: 2:30 P.M.

OPENED BY: Cassandra Anderson

WITNESSED BY: Vincent Moore

POSTING (DATE/TIME): FROM: Thursday, November 4, 2021 @ 5:00 PM UNTIL: Tuesday, November 9, 2021 @ 5:00 PM

OFFERORS	Percent	Criteria 1	Criteria 2	Criteria 3	Sub-Total	Criteria 4	Total	Intent to Award
St. Johns & Partners	6.9%	8.33	34.67	43.00	86.00	14.49	100.49	
BrkThru Digital (Non-responsive)								
CBS – Eye Q Local		5.00	21.67	24.33	51.00			
Engage Media		6.33	26.00	28.33	60.67			
Anson-Stoner	10%	8.00	30.67	37.00	75.67	10.00	85.67	
Go Big Marketing Media		6.67	27.67	32.67	67.00			
Creative Fuel	5%	9.67	37.67	47.3	94.67	20.00	114.67	X

CRITERIA	MAX. POINTS	DESCRIPTION	AWARD	TECHNICAL COMMITTEE MEMBERS
1	10	Proposer's Executive Summary Proposer's Marketing Plan Proposer's Media Plan Price Structure	Award is made to the responsive and responsible offeror whose proposal is determined to be the most advantageous to the State taking into consideration price and other criteria.	Ginger Regalado Kris Carson Rupert Giroux
2	40			
3	50			
4	20			
<b>TOTAL</b>	<b>120</b>			

**X Indicates apparent awarded vendor, but does not constitute an acceptance of any offer created by vendor's proposal. No binding contract will be deemed to exist until such time as a Purchase Order or written acceptance by the department has been issued. If irregularities are subsequently discovered in the vendor's proposal or if the vendor fails to submit required Bonds and Insurance, or otherwise fails to comply with the request for proposal requirements, the Department has the Right to Award to the vendor that is second low, reject all proposals, or act in the best interest of the Department.**

**Receipt of No Competitive Sealed Proposals**    **JUSTIFICATION:** \_\_\_\_\_