



NOTICE OF INTENDED AWARD

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

NAME OF BID: REAL ID Public Media Campaign

BID OR RFP No. ITN 003-09 NOTICE POST DATE: 11/18/2008 TIME: 2:30 PM

Advertising was published in: http://www.myflorida.com/

SCORING OF BID

Location: D426 Date: 11/17/2008 Time: 10:00 AM

Opened by: Greg Bickford Tabulated by: Wanda Sanders

WITNESSED BY and REPRESENTING

*See Sign-In Sheet

INTENDED AWARD

Vendor: Kidd Group Score: 90.3

Lowest Bidder: Yes No

If no, Justification: Award was made to the proposal scored highest by the evaluation team.

Terms:

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Any notice of protest or protest to this solicitation which was filed within the time limits set forth in this posting. In accordance with section 120.57(3), FS, notice is hereby provided that mediation of the administrative dispute for the type of agency action announced is not available.

CERTIFICATION

I certify that the above statements are correct. I further certify that the award of this bid is made in accordance with Section 287, Part I, Florida Statutes and Chapter 60A-1, Florida Administrative Code.

Signature of Chief, Bureau of Purchasing & Contracts

Date: 11/17/08



**FLORIDA DEPARTMENT OF HIGHWAY
SAFETY & MOTOR VEHICLES**

BID TABULATION

BID NUMBER: ITN 003-09
BID TITLE : REAL ID Public Media Campaign
OPENING DATE: 11/17/2008
TIME: 10:00 am
POSTING TIME / DATE
FROM: 2:30 pm / 11/18/2008
UNTIL: 2:30 pm / 11/21/2008

FAILURE TO FILE A PROTEST WITH THE TIME PRESCRIBED IN SECTION 120.57(3), FLORIDA STATUTES, SHALL CONSTITUTE A WAIVER OF PROCEEDINGS UNDER CHAPTER 120, FLORIDA STATUTES. ALL BIDS/PROPOSALS ACCEPTED BY THE STATE ARE SUBJECT TO THE STATE'S TERMS AND CONDITIONS AND ANY AND ALL ADDITIONAL TERMS AND CONDITIONS SUBMITTED BY THE BIDDERS/PROPOSERS ARE REJECTED AND SHALL HAVE NO FORCE AND EFFECT. OFFERS FROM THE VENDORS LISTED HEREIN ARE THE ONLY OFFERS RECEIVED TIMELY AS OF THE ABOVE OPENING DATE AND TIME. ALL OTHER OFFERS SUBMITTED IN RESPONSE TO THIS SOLICITATION, IF ANY, ARE HEREBY REJECTED AS LATE. NOTICE OF BID/PROPOSAL'S PROTEST BONDING REQUIREMENT. ANY PERSON WHO FILES AN ACTION PROTESTING A DECISION OR INTENDED DECISION PERTAINING TO CONTRACTS ADMINISTERED BY THE DIVISION OR A STATE AGENCY PURSUANT TO SECTION 120.57(3), FLORIDA STATUTES, SHALL POST WITH THE DIVISION OR THE STATE AGENCY AT THE TIME OF FILING THE FORMAL WRITTEN PROTEST, A BOND PAYABLE TO THE DIVISION OR STATE AGENCY IN AN AMOUNT EQUAL TO 1 PERCENT OF THE DIVISION'S OR STATE AGENCY'S ESTIMATE OF THE TOTAL VOLUME OF THE CONTRACT OR \$5,000, WHICHEVER IS LESS, WHICH BOND SHALL BE CONDITIONED UPON THE PAYMENT OF ALL COSTS WHICH MAY BE ADJUDGED AGAINST HIM IN THE ADMINISTRATIVE HEARING IN WHICH ACTION IS BROUGHT AND IN ANY SUBSEQUENT APPELLATE COURT PROCEEDING. FOR PROTEST OF DECISIONS OR INTENDED PAGE(S) DECISIONS OF THE DIVISION PERTAINING TO AGENCIES' REQUEST FOR APPROVAL OF EXCEPTIONAL PURCHASES, THE BOND SHALL BE IN THE AMOUNT EQUAL TO 1 PERCENT OF THE REQUESTING AGENCY'S ESTIMATE OF THE CONTRACT AMOUNT FOR THE EXCEPTIONAL PURCHASE REQUESTED OR \$5,000, WHICHEVER IS LESS. IN LIEU OF A BOND, THE DIVISION OR STATE AGENCY MAY, IN EITHER CASE, ACCEPT A CASHIER'S CHECK OR MONEY ORDER IN THE AMOUNT OF THE BOND. FAILURE TO FILE THE PROPER BOND AT THE TIME OF FILING THE FORMAL PROTEST, WILL RESULT IN THE DENIAL OF THE PROTEST.

BIDDERS NAME				AVERAGE SCORE
Kidd Group				90.3 ★
Salter>Mitchell				85.6
MRD Consulting, Inc.				84.8

OPENED BY: Greg Bickford TABULATED BY: Wanda Sanders VERIFIED BY: Stacy Arias

REMARKS: PRICE WITH STAR (★) INDICATES INTENT TO AWARD. NOT AS SPECIFIED CODE(S):

PAGE: 2 OF 4

BAFO Scoring for ITN 003-09 - REAL ID Public Information Campaign

Date: 11/17/2008
Time: 10:00AM

Vendor	Score
Kidd Group	90.3
MRD Consulting, Inc.	84.8
Salter Mitchell	85.6

Vendor: Kidd Group							Score:	90.3
Category	Max Points	M. Burgos	S. Gilmore	C. Heidelberg	J. Joyner	T. Blocker		
Executive Summary	Pass/Fail	P	P	P	P	P		
Campaign Presentation	45.0							
Appearance	15.0	15.0	15.0	13.0	14.0	15.0		
Features	15.0	12.0	14.0	14.0	13.0	15.0		
Quality	15.0	15.0	15.0	14.0	15.0	15.0		
Project Organization and Plan	15.0	12.0	14.0	13.0	12.0	14.0		
Campaign Requirements	15.0	12.0	15.0	13.0	12.0	14.0		
Campaign Enhancements	5.0	3.0	4.0	3.0	3.0	3.0		
Additional Campaign Suggestions	10.0	8.0	8.0	9.0	7.0	9.0		
Price Proposal	10.0	9.9	9.9	9.9	9.9	9.9		
Total	100.0	86.9	94.9	88.9	85.9	94.9		

Vendor: MRD Consulting, Inc.							Score:	84.8
Category	Max Points	M. Burgos	S. Gilmore	C. Heidelberg	J. Joyner	T. Blocker		
Executive Summary	Pass/Fail	P	P	P	P	P		
Campaign Presentation	45.0							
Appearance	15.0	15.0	14.0	11.0	12.0	12.0		
Features	15.0	12.0	12.0	11.0	13.0	12.0		
Quality	15.0	15.0	12.0	11.0	13.0	12.0		
Project Organization and Plan	15.0	12.0	12.0	11.0	12.0	14.0		
Campaign Requirements	15.0	10.0	12.0	12.0	15.0	14.0		
Campaign Enhancements	5.0	3.0	4.0	4.0	4.0	5.0		
Additional Campaign Suggestions	10.0	10.0	8.0	8.0	8.0	9.0		
Price Proposal	10.0	10.0	10.0	10.0	10.0	10.0		
Total	100.0	87.0	84.0	78.0	87.0	88.0		

Vendor: Salter Mitchell							Score:	85.6
Category	Max Points	M. Burgos	S. Gilmore	C. Heidelberg	J. Joyner	T. Blocker		
Executive Summary	Pass/Fail	P	P	P	P	P		
Campaign Presentation	45.0							
Appearance	15.0	15.0	13.0	13.0	14.0	7.0		
Features	15.0	15.0	12.0	14.0	15.0	10.0		
Quality	15.0	15.0	11.0	9.0	15.0	7.0		
Project Organization and Plan	15.0	14.0	11.0	13.0	14.0	15.0		
Campaign Requirements	15.0	14.0	10.0	14.0	15.0	14.0		
Campaign Enhancements	5.0	4.0	5.0	3.0	3.0	5.0		
Additional Campaign Suggestions	10.0	8.0	6.0	8.0	9.0	9.0		
Price Proposal	10.0	9.8	9.8	9.8	9.8	9.8		
Total	100.0	94.8	77.8	83.8	94.8	76.8		

Florida Department of Highway Safety & Motor Vehicles

Bureau of Purchasing & Contracts

Solicitation Meeting Sign-In Sheet

Solicitation No. : ITN 003-09

Date / Time: 11/17/2008 - 10:00AM

Name	Company	Phone	Email
Selfrey Jorner	DHS MV	7-2412	Selfrey.Jorner@flhsmv.gov
Walter Castle	DHS MV	73123	Walter.Castle@flhsmv.gov
Tom Derzypolski	DHS MV - KIDB		tom@kidd.com
Jenny Kidd	KIDB Group		
SANDY LAMBERT	DHS MV	7-2600	
Courtney Heidelberg	DHS MV	7-2372	Courtney.Heidelberg@flhsmv.gov
STATHY GREENER	DHS MV	7-3145	Stathy.Greener@flhsmv.gov
STACY STYAS	DHS MV	7-3203	stacy.styas@flhsmv.gov
Greg Bickford	DHS MV	7-3203	greg.bickford@flhsmv.gov
VIA CONFERENCE CALL			
- TILLIE BUCKER			
- MODESTO BUREOS			