



NOTICE OF INTENDED AWARD

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

NAME OF BID: Public Safety Campaign for Teen Drivers

BID OR RFP No. RFP# 030-08 NOTICE POST DATE: 4/30/08 TIME: 2:30

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

OPENING OF BIDS OR PROPOSALS

Location: B409 Date: 04/23/2008 Time: 2:30 p.m.

Opened by: Melissa McDaniel Tabulated by: Wanda Sanders

WITNESSED BY and REPRESENTING

INTENDED AWARD

Vendor: Group 5 Advertising Price: \$ 99,000

Lowest Bidder: Yes No

If no, Justification: Award was made to best overall proposal.

Highest scoring proposal.

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]
(Signature)

4/30/08
(Date)

(Title)



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

BID TABULATION

BID NUMBER: RFP# 030-08

BID TITLE : Public Safety campaign for Teen Drivers Safety

OPENING DATE: 04/23/2008

TIME: 2:30 pm

POSTING TIME / DATE

FROM: 3:45 pm / 04/30/2008

UNTIL: 3:45 pm / 05/05/2008

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/PROPOSALS 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	UNIT PRICE	QUANTITY	SUB-TOTAL	TOTAL PRICE
Group 5 Advertising				\$99,000 ★
Texas Transportation Institute				\$97,984
Phillips Productions				\$89,626.52
WaddyWord Productions				\$95,215
Creative ideas Advertising				\$93,100
Proforma	Non-Responsive			
Indigo Creative Marketing and Public Relations	Non-Responsive			

OPENED BY: Melissa McDaniel **TABULATED BY:** Wanda Sanders **VERIFIED BY:**

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

Vendor Name	Score
Group 5 Advertising	89.4
Phillips Productions	87.3
Waddyworld, Inc.	78.7
Texas Transportation Institute	83.8
Creative Ideas Advertising	71.6

Date	4/29/2008
Time	2:00PM

RFP 030-08 - Public Service Campaign for Teen Driver Safety				
Vendor Name	Group 5 Advertising			
Category	Max Points	K. Jones	A. Nucatola	Lt. R. Cassleberry
Transmittal Letter	Pass/Fail	P	P	P
Technical Proposal	40.0	35.0	37.0	36.0
Work Samples	50.0	43.0	46.0	44.0
Price Proposal	10.0	9.1	9.1	9.1
Total	100.0	87.1	92.1	89.1
Average Score			89.4	

RFP 030-08 - Public Service Campaign for Teen Driver Safety				
Vendor Name	Phillips Productions			
Category	Max Points	K. Jones	A. Nucatola	Lt. R. Cassleberry
Transmittal Letter	Pass/Fail	P	P	P
Technical Proposal	40.0	40.0	37.0	34.0
Work Samples	50.0	44.0	45.0	32.0
Price Proposal	10.0	10.0	10.0	10.0
Total	100.0	94.0	92.0	76.0
Average Score			87.3	

RFP 030-08 - Public Service Campaign for Teen Driver Safety				
Vendor Name	Waddyworld, Inc.			
Category	Max Points	K. Jones	A. Nucatola	Lt. R. Cassleberry
Transmittal Letter	Pass/Fail	P	P	P
Technical Proposal	40.0	30.0	38.0	35.0
Work Samples	50.0	33.0	40.0	32.0
Price Proposal	10.0	9.4	9.4	9.4
Total	100.0	72.4	87.4	76.4
Average Score			78.7	

RFP 030-08 - Public Service Campaign for Teen Driver Safety				
Vendor Name	Texas Transportation Institute			
Category	Max Points	K. Jones	A. Nucatola	Lt. R. Cassleberry
Transmittal Letter	Pass/Fail	P	P	P
Technical Proposal	40.0	35.0	30.0	35.0
Work Samples	50.0	46.0	34.0	44.0
Price Proposal	10.0	9.1	9.1	9.1
Total	100.0	90.1	73.1	88.1
Average Score			83.8	

RFP 030-08 - Public Service Campaign for Teen Driver Safety				
Vendor Name	Creative Ideas Advertising			
Category	Max Points	K. Jones	A. Nucatola	Lt. R. Cassleberry
Transmittal Letter	Pass/Fail	P	P	P
Technical Proposal	40.0	25.0	37.0	28.0
Work Samples	50.0	18.0	40.0	38.0
Price Proposal	10.0	9.6	9.6	9.6
Total	100.0	52.6	86.6	75.6
Average Score			71.6	