



NOTICE OF INTENDED AWARD

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

NAME OF BID: Media Campaign: Hispanic and Latino Community Outreach

BID OR RFP No. RFP # 031-09 NOTICE POST DATE: 06/09/2009 TIME: 2:30 PM

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

OPENING OF BIDS OR PROPOSALS

Location: D423-A Date: 06/08/2009 Time: 2:30 pm

Opened by: Karen Freytag Tabulated by: Karen Freytag

WITNESSED BY and REPRESENTING

Kevin Bailey, DHSMV

Jon Kosberg, DHSMV

Modesto Burgos, DHSMV

Ana Nieves, DHSMV

Julianne Chester, DHSMV

INTENDED AWARD

Vendor: MRD Consulting, Inc. Score: 92.03

Lowest Bidder: Yes No

If no, Justification: Award has been made to the proposal scored the 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.

Stacy Arias
(Signature)

6/9/09
(Date)

Stacy Arias, Chief
Bureau of Purchasing and Contracts

(Title)



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

BID TABULATION

BID NUMBER: RFP 031-09

BID TITLE : Media Campaign: Community Outreach

OPENING DATE: 06/08/2009

TIME: 2:30 pm

POSTING TIME / DATE

FROM: 2:30 pm / 06/09/2009

UNTIL: 2:30 pm / 06/12/2009

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 |
|-----------------------------|------------|----------|-----------|-------------|
| Brunet-Garcia | | | | 91.1 |
| Global 5 Communications | | | | 69.2 |
| MGS Comm | | | | 87.6 |
| MRD Consulting | | | | 92.0 ★ |
| Poller & Jordan Advertising | | | | 79.0 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

OPENED BY: Karen Freytag **TABULATED BY:** Karen Freytag **VERIFIED BY:**

RFP 031-09
Media Campaign: Hispanic and Latino Community Outreach
Public Evaluation of Proposals

| Vendor Name | Score |
|-----------------------------|-------|
| Brunet-Garcia | 91.13 |
| Global 5 Communications | 69.20 |
| MGS Comm | 87.57 |
| MRD Consulting | 92.03 |
| Poller & Jordan Advertising | 79.00 |

| | |
|------|----------|
| Date | 6/8/2009 |
| Time | 2:30 PM |

| RFP 031-09, Media Campaign: Hispanic and Latino Community Outreach | | | | |
|--|---------------|--------------|--------------|--------------|
| Vendor Name | Brunet-Garcia | | | |
| Category | Max Points | J. Chester | A. Nieves | M. Burgos |
| Category 1 (Transmittal Letter, Executive Summary, References) | Pass/Fail | Pass | Pass | Pass |
| Category 2 (Technical Proposal) | 45.0 | 40.0 | 42.0 | 35.0 |
| Category 3 (Production Samples) | 45.0 | 45.0 | 45.0 | 40.0 |
| Category 4 (Price Proposal) | 10.0 | 8.8 | 8.8 | 8.8 |
| Total | 100.0 | 93.80 | 95.80 | 83.80 |
| Average Score | | 91.13 | | |

| RFP 031-09, Media Campaign: Hispanic and Latino Community Outreach | | | | |
|--|------------------------|--------------|--------------|--------------|
| Vendor Name | Global5 Communications | | | |
| Category | Max Points | J. Chester | A. Nieves | M. Burgos |
| Category 1 (Transmittal Letter, Executive Summary, References) | Pass/Fail | Pass | Pass | Pass |
| Category 2 (Technical Proposal) | 45.0 | 20.0 | 35.0 | 30.0 |
| Category 3 (Production Samples) | 45.0 | 35.0 | 40.0 | 20.0 |
| Category 4 (Price Proposal) | 10.0 | 9.2 | 9.2 | 9.2 |
| Total | 100.0 | 64.20 | 84.20 | 59.20 |
| Average Score | | 69.20 | | |

| RFP 031-09, Media Campaign: Hispanic and Latino Community Outreach | | | | |
|--|--------------|--------------|--------------|--------------|
| Vendor Name | MGS Comm | | | |
| Category | Max Points | J. Chester | A. Nieves | M. Burgos |
| Category 1 (Transmittal Letter, Executive Summary, References) | Pass/Fail | Pass | Pass | Pass |
| Category 2 (Technical Proposal) | 45.0 | 33.0 | 36.0 | 35.0 |
| Category 3 (Production Samples) | 45.0 | 45.0 | 42.0 | 45.0 |
| Category 4 (Price Proposal) | 10.0 | 8.9 | 8.9 | 8.9 |
| Total | 100.0 | 86.90 | 86.90 | 88.90 |
| Average Score | | 87.57 | | |

RFP 031-09
 Media Campaign: Hispanic and Latino Community Outreach
 Public Evaluation of Proposals

| RFP 031-09, Media Campaign: Hispanic and Latino Community Outreach | | | | |
|--|----------------|--------------|--------------|--------------|
| Vendor Name | MRD Consulting | | | |
| Category | Max Points | J. Chester | A. Nieves | M. Burgos |
| Category 1 (Transmittal Letter, Executive Summary, References) | Pass/Fail | Pass | Pass | Pass |
| Category 2 (Technical Proposal) | 45.0 | 35.0 | 41.0 | 45.0 |
| Category 3 (Production Samples) | 45.0 | 45.0 | 38.0 | 43.0 |
| Category 4 (Price Proposal) | 10.0 | 9.7 | 9.7 | 9.7 |
| Total | 100.0 | 89.70 | 88.70 | 97.70 |
| Average Score | | 92.03 | | |

| RFP 031-09, Media Campaign: Hispanic and Latino Community Outreach | | | | |
|--|-----------------------------|--------------|--------------|--------------|
| Vendor Name | Pollar & Jordan Advertising | | | |
| Category | Max Points | J. Chester | A. Nieves | M. Burgos |
| Category 1 (Transmittal Letter, Executive Summary, References) | Pass/Fail | Pass | Pass | Pass |
| Category 2 (Technical Proposal) | 45.0 | 45.0 | 31.0 | 35.0 |
| Category 3 (Production Samples) | 45.0 | 44.0 | 32.0 | 20.0 |
| Category 4 (Price Proposal) | 10.0 | 10.0 | 10.0 | 10.0 |
| Total | 100.0 | 99.00 | 73.00 | 65.00 |
| Average Score | | 79.00 | | |