



NOTICE OF INTENDED AWARD

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

NAME OF BID: Motorcycle Safety Awareness Campaigns

BID OR RFP No. 039-07

DATE OF POSTING NOTICE: 06/29/2007

TIME: 5:00 P.M.

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

OPENING OF BIDS OR PROPOSALS

Location: B412

Date: 06/27/2007

Time: 2:30 P.M.

Opened by: Ray Graves

Tabulated by: Greg Bickford

WITNESSED BY and REPRESENTING

INTENDED AWARD

Vendor: Clear Channel/Fla. Radio Network

Price: \$ 318,813.00

Lowest Bidder: Yes No

If no, Justification: This was an RFP that was scored on several criteria and awarded to the overall highest score as graded by an evaluation team. Price was only one of the criteria graded.

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: Stacy Arias

Date: 06/28/07

Stacy Arias, Chief
Bureau of Purchasing and Contracts



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

BID TABULATION

BID NUMBER: RFP 039-07

BID TITLE : Motorcycle Safety Awareness Campaigns

OPENING DATE: June 21, 2007

TIME: 2:30 p.m.

POSTING TIME / DATE

FROM: 06/28 / 2007

UNTIL: 07/03 / 2007

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
Clear Channel				\$318,813.00
Creative Ideas Advertising				\$315,000.00

OPENED BY: Ray Graves **TABULATED BY:** Wanda Sanders **VERIFIED BY:**

Vendor: Clear Channel / Florida Radio Network		Julie Baker	John Pipkin	Ray Graves	Total
Mandatory Requirements	Pass / Fail	Pass	Pass	Pass	
Project Plan	30 Points Maximum	30	20	28	
Technical Response	40 Points Maximum	40	35	39	
Production Samples	10 Points Maximum	10	9	5	
Cost Proposal	20 Points Maximum	19.8	19.8	19.8	
Total	100 Points Maximum	99.8	83.8	91.8	91.8
Vendor: Creative Ideas Advertising Inc.		Julie Baker	John Pipkin	Ray Graves	Total
Mandatory Requirements	Pass / Fail	Pass	Pass	Pass	
Project Plan	30 Points Maximum	20	25	23	
Technical Response	40 Points Maximum	20	35	28	
Production Samples	10 Points Maximum	8	10	8	
Cost Proposal	20 Points Maximum	20	20	20	
Total	100 Points Maximum	68	90	79	79

Price Proposal

Formula: LP/PC x 20 = Score

	LP =	\$315,000.00
Vendor Name	PC	Points
Clear Channel / Florida Radio Network	\$318,813.00	19.8
Creative Ideas Advertising, Inc.	\$315,000.00	20.0