NOTICE OF INTENDED AWARD

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

NAME OF BID: Campaign 'Share the Road"

BID OR RFP No. RFP 014-08 **NOTICE POST DATE:** 3/5/08 **TIME:** 2:30 PM

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

OPENING OF BIDS OR PROPOSALS

Location: B409 **Date:** 02/27/2008 **Time:** 2:30 p.m.

Opened by: Ray Graves **Tabulated by:** Trish Haucke

WITNESSED BY and REPRESENTING

INTENDED AWARD

Vendor: Proforma Media Group **Price: $** 97,800.00

Lowest Bidder: X **Yes** ____ **No**

If no, Justification:

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) **(Date)** 3/5/08

Stacy Arias, Chief
Bureau of Purchasing and Contracts
(Title)

HSMV 95106 (Revised 06/21/07)

FLORIDA DEPARTMENT OF HIGHWAY SAFETY & MOTOR VEHICLES

BID TABULATION

BID NUMBER: RFP# 014-08

BID TITLE : Media Campaign "Share the Road"

OPENING DATE: 02/27/2008

TIME: 2:30 p.m.

POSTING TIME / DATE

FROM: 2:30 pm / 3/5/08

UNTIL: 2:30 pm / 3/10/08

FAILURE TO FILE A PROTEST WITH THE TIME PRESCRIBED IN SECTION 120.57(3), FLORIDA STATUES, SHALL CONSTITUTE A WAIVER OF PROCEEDINGS UNDER CHAPTER 120, FLORIDA STATUES. 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 AMY, 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				$99,750.00
Living Your Dream Production				Non- Responsive
Don Flynn Pictures, Inc.				Non - Responsive
Proforma Media Group				$97,800.00 ★
Advertising Concepts of America				Non - Responsive
Gold & Associates, Inc.				$100,000.00

OPENED BY: Ray Graves | **TABULATED BY:** Trish Haucke | **VERIFIED BY:**

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

Vendor Name	Score
Brunet Garcia	93.1
Gold and Associates Inc.	93.8
Proforma Media Group	98.3

Date	3/4/2008
Time	2:00 PM

RFP 014-08 Media Campaign "Share the Road"

Vendor Name	Brunet Garcia			
Category	Max Points	K. Jones	M. Horne	J. Chester
Technical Proposal	20.0	20.0	20.0	20.0
Production Samples	70.0	55.0	70.0	65.0
Product Cost	10.0	9.8	9.8	9.8
Total	100.0	84.8	99.8	94.8
	Average Score		93.1	

RFP 014-08 Media Campaign "Share the Road"

Vendor Name	Gold and Associates Inc.			
Category	Max Points	K. Jones	M. Horne	J. Chester
Technical Proposal	20.0	18.0	19.0	10.0
Production Samples	70.0	70.0	70.0	65.0
Product Cost	10.0	9.8	9.8	9.8
Total	100.0	97.8	98.8	84.8
	Average Score		93.8	

RFP 014-08 Media Campaign "Share the Road"

Vendor Name	Proforma Media Group			
Category	Max Points	K. Jones	M. Horne	J. Chester
Technical Proposal	20.0	20.0	20.0	15.0
Production Samples	70.0	70.0	70.0	70.0
Product Cost	10.0	10.0	10.0	10.0
Total	100.0	100.0	100.0	95.0
	Average Score		98.3	