



NOTICE OF INTENDED AWARD

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

NAME OF BID: Hispanic Latino Community Outreach Campaign

BID OR RFP No. RFP# 024-08 NOTICE POST DATE: 04/14/2008 TIME: \_\_\_\_\_

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

OPENING OF BIDS OR PROPOSALS

Location: B409

Date: 04/04/2008

Time: 2:30 p.m.

Opened by: Ray Graves

Tabulated by: Wanda Sanders

WITNESSED BY and REPRESENTING

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

INTENDED AWARD

Vendor: MRD Consulting, Inc.

Price: \$ 90,000.00

Lowest Bidder:  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.

Stacy Arias  
(Signature) Stacy Arias, Chief

4/14/08  
(Date)

Bureau of Purchasing and Contracts  
(Title)



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

**BID TABULATION**

**BID NUMBER:** ITB# 024-08

**BID TITLE :** Hispanic Latino Community Outreach Campaign

**OPENING DATE:** 04/04/2008

**TIME:** 2:30 p.m.

**POSTING TIME / DATE**

**FROM:** 4/11 / 2008

**UNTIL:** 4/16 / 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	UNIT PRICE	TOTAL PRICE
Spiral Media Corporation				\$93,000.00
Blackmon Roberts Group				\$ 98,300.00
MRD Consultant				\$90,000.00 ★

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

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

Vendor Name	Score
Blackmon Roberts Group	77.2
MRD Consulting	95.7
Spiral Media	76.0

Date	4/11/2008
Time	2:00PM

RFP 024-08 - Hispanic / Latino Community Outreach Campaign				
Vendor Name	Blackmon Roberts Group			
Category	Max Points	M. Burgos	A. Nieves	A. Nucatola
Transmittal Letter, References	Pass/Fail	Pass	Pass	Pass
Technical Proposal	40.0	35.0	36.0	26.0
Production Samples	50.0	40.0	25.0	42.0
Cost Proposal	10.0	9.2	9.2	9.2
<b>Total</b>	100.0	84.2	70.2	77.2
<b>Average Score</b>			77.2	

RFP 024-08 - Hispanic / Latino Community Outreach Campaign				
Vendor Name	MRD Consulting			
Category	Max Points	M. Burgos	A. Nieves	A. Nucatola
Transmittal Letter, References	Pass/Fail	Pass	Pass	Pass
Technical Proposal	40.0	40.0	39.0	40.0
Production Samples	50.0	45.0	47.0	46.0
Cost Proposal	10.0	10.0	10.0	10.0
<b>Total</b>	100.0	95.0	96.0	96.0
<b>Average Score</b>			95.7	

RFP 024-08 - Hispanic / Latino Community Outreach Campaign				
Vendor Name	Spiral Media			
Category	Max Points	M. Burgos	A. Nieves	A. Nucatola
Transmittal Letter, References	Pass/Fail	Pass	Pass	Pass
Technical Proposal	40.0	35.0	29.0	24.0
Production Samples	50.0	30.0	42.0	39.0
Cost Proposal	10.0	9.7	9.7	9.7
<b>Total</b>	100.0	74.7	80.7	72.7
<b>Average Score</b>			76.0	

Price Proposal		
Formula: LC/PC x 10 = Score	Lowest Cost (LC)	= \$90,000.00
Vendor Name	Price Being Considered (PC)	Points
Blackmon Roberts Group	\$98,300.00	9.2
MRD Consulting	\$90,000.00	10.0
Spiral Media	\$93,000.00	9.7