

## Attachment A

Scoring Result - RFP Water Awareness Campaign; Marketing and Outreach Services							
Evaluator	Quality - Proposed Solution	Comprehension	Qualifications and Experience	Cost Proposal	Local Pasadena Business	Small or Micro Business	Total Score
Vendor/Maximum Points	30	15	30	15	5	5	
							<b>Location</b>
Pastilla, Inc.	27.75	14.75	27.5	5	5	0	<b>80</b>
Evaluator 1	25	14	26	5	5	0	
Evaluator 2	26	15	24	5	5	0	
Evaluator 3	30	15	30	5	5	0	
Evaluator 4	30	15	30	5	5	0	
Allegra	25.5	13	26.25	5	5	0	<b>75</b>
Evaluator 1	25	14	25	5	5	0	
Evaluator 2	25	12	26	5	5	0	
Evaluator 3	22	11	24	5	5	0	
Evaluator 4	30	15	30	5	5	0	
CV Strategies	25.75	12.75	28	5	0	0	<b>72</b>
Evaluator 1	25	12	27	5	0	0	
Evaluator 2	27	14	29	5	0	0	
Evaluator 3	25	12	28	5	0	0	
Evaluator 4	26	13	28	5	0	0	
Viridis	23	10.5	21	5	5	5	<b>70</b>
Evaluator 1	25	11	20	5	5	5	
Evaluator 2	25	10	24	5	5	5	
Evaluator 3	20	10	20	5	5	5	
Evaluator 4	22	11	20	5	5	5	
Green Media	17.75	10.25	16	15	0	5	<b>64</b>
Evaluator 1	12	11	10	15	0	5	
Evaluator 2	22	10	22	15	0	5	
Evaluator 3	15	10	10	15	0	5	
Evaluator 4	22	10	22	15	0	5	
Circlepoint	20.25	10.5	22.25	5	0	5	<b>63</b>
Evaluator 1	19	11	24	5	0	5	
Evaluator 2	20	11	25	5	0	5	
Evaluator 3	20	10	20	5	0	5	
Evaluator 4	22	10	20	5	0	5	
SGA	21.25	9.5	22	5	0	5	<b>63</b>
Evaluator 1	25	11	25	5	0	5	
Evaluator 2	20	10	23	5	0	5	
Evaluator 3	20	8	20	5	0	5	
Evaluator 4	20	9	20	5	0	5	
Two Degrees	16.75	9.5	21.25	6	0	0	<b>54</b>
Evaluator 1	10	8	22	6	0	0	
Evaluator 2	22	9	20	6	0	0	
Evaluator 3	15	10	20	6	0	0	
Evaluator 4	20	11	23	6	0	0	