

**Attachment A  
EVALUATION CRITERIA**

<b>Criteria</b>	<b>Description</b>	<b>Weight</b>
Proposed Solution	Evaluators will consider the quality of the consultant's proposed solution for carrying out the scope of work including suggestions for adjustments and/or additional relevant scope suggested by the bidder.	40%
Consultant Experience and Work Sample	Evaluators will consider the quality of the bidder's described experience leading similar communication, marketing, branding, and PR efforts including key successes. Evaluators will also consider the expertise of the project team and subcontractors, their past projects, certifications, education, etc. The bidders should provide work samples to showcase their experience.	20%
Proposed Schedule and Timeline	Evaluators will evaluate the quality and feasibility/appropriateness of the consultant's proposed project schedule including the overall timeline for completion of the scope of work as well as proposed milestones.	10%
Cost Details	Bidders should submit a budget and budget detail that includes proposed solutions and cost associated with each solution. For example, the number of proposed fact sheets or number of proposed business stories and their associated cost. Bidders will be evaluated on the services offerings and their cost-effective solutions.	10%
Cost/Price Proposals	<p>Points will be assigned based on a "Ratio Method." The proposer's cost must include the delivery of the proposed solutions, as well as any recurring costs (if any) as delineated in the Scope of Work and the PRICE PROPOSAL.</p> <p>With this method, the proposal with the lowest cost receives the maximum points allowed. All other proposals receive a percentage of the points available based on their cost relationship to the lowest price. This is determined by applying the following formula:</p> <p><b>Lowest Price / Evaluated Price X maximum points available = Awarded Points</b></p>	10%
Local Pasadena Business	To be awarded a 5-point preference for this category, the proposer must have an official business address within the City of Pasadena at the time that this RFP is posted on the City's procurement system.	5%
Small or Micro-Business	To be awarded a 5-point preference for this category, the proposer must be certified by the State of California as a small or micro-business. Refer to the State of California Department of General Services Division for further information. <a href="https://caleprocure.ca.gov/pages/sbdvbe-index.aspx">https://caleprocure.ca.gov/pages/sbdvbe-index.aspx</a>	5%
<b>TOTAL</b>		<b>100%</b>