

ATTACHMENT A

Proposal Evaluation Summary

Collections Software Services

RFP Advertised June 17, 2025 and Proposals Due July 15, 2025

Company	Proposed Solution (30 Possible)	Project Approach (15 Possible)	Staffing of Project/Ability to Perform (15 Possible)	Experience and References (15 Possible)	Cost Proposal Best Value/Cost Effectiveness (15 Possible)	Local Pasadena Business (5 Possible)	Small or Micro- Business (5 Possible)	Total
Avenu Insights & Analytics, LLC	27	13.67	11.67	11.67	12	0	0	76
Driftera LLC*	22.83	9.67	8.83	6	15	5	0	67.3
Interesting Interests Inc.*	19	10.33	7.67	5.33	8	0	5	55.3
Meridian Strategic Resources, LLC*	14.67	8.17	5.67	3.67	6	0	0	38.2
PureLogics LLC*	16.33	8	6.67	4.33	13	0	0	48.3

* Vendor did not have a developed collections software.