

# ATTACHMENT A

## Review of Proposals

### Request for Proposals 2-2392 Express Lanes Marketing Program Services

Presented to the Legislative and Communications Committee - September 15, 2022

**Four proposals were received, two firms were interviewed, one firm is being recommended**

Overall Ranking	Proposal Score	Firm & Location	Subcontractors	Evaluation Committee Comments	Average Weighted Hourly Rate
1	88	Webb and Duffy, doing business as Truth and Advertising (Truth)  Santa Ana, California	Barrios & Associates, LLC  An Ideal World  Campsite Media  Department of Creative Services  Lyon Studios  The LanguageWorks, Inc.  Shutterstock Images  Masterfile  iStockphoto  Corbis  Getty Images  The ACE Agency  Erik Isaacson  Adwater Graphicx  Main Graphics  Direct Edge  Precisions Services Group  Imagic, Inc.  Pace Lithographers, Inc.  Graphics360  U.S. International Media  Bumpercar	Founded in 1996, the firm specializes in strategic planning, content marketing, branding, media, and website design.  The firm has 21 employees and is located in the City of Santa Ana.  The firm provided an extensive list of public agency clients including Irvine Ranch Conservancy, Orange County Parks, and Orange County Transportation Authority (OCTA) for the OC Streetcar marketing launch plan.  The proposed account manager has 20 years of account and marketing management experience.  The proposed creative manager has 28 years of experience in the marketing and advertising industry.  Truth presented a comprehensive work plan that addressed all the elements of the scope of work.  The firm proposed five specific tactics; email campaigns, banner ads, videos, 91 and 405 Express Lanes awareness campaigns using imagery and photography, and artwork.  Truth provided detailed responses to the evaluation committee's questions and demonstrated relevant experience with express lanes.	\$132.70

Overall Ranking	Proposal Score	Firm & Location	Subcontractors	Evaluation Committee Comments	Average Weighted Hourly Rate
2	80	We The Creative (WTC) Irvine, California	The ACE Agency Bos Communications, Inc. Cat n Mouse, LLCCommuno Envato Eusebio Ian Cabrera Photography iStock Lazar Translation and Interpreting MAB Digital Marketing Agency Modera, Inc. Naomi Pearson Red Hill Group Rhodri Lumba Photography Siro Solutions Shutterstovk Tadros 3D ThinkNow Working Not Working Advantage/Colorgraphics Charters Mailing Dun & Bradstreet Exact Data Main Graphics Select Graphics and Printing	<p>Founded in 2007, the firm specializes in strategy, branding, marketing, media placement, and advertising.</p> <p>The firm has eight employees and is located in the City of Irvine.</p> <p>The firm demonstrated relevant experience providing marketing services on various projects for public agencies, such as OCTA's rideshare marketing, vanpool, and Dump the Pump programs.</p> <p>The proposed account manager has five years of experience in the marketing industry</p> <p>The proposed creative manager has ten years of experience in the marketing and advertising industry.</p> <p>WTC addressed the requirements of the 91 Express Lanes; however, the 405 Express Lanes were not incorporated into the work plan.</p> <p>The proposed time frame for the project seems appropriate with an adequate amount of time devoted to research and design, as well as development and implementation.</p> <p>The proposed staffing plan did not include availability of key personnel.</p> <p>The firm responded to all questions in the interviews.</p>	\$132.87

**Evaluation Committee**

Contracts Administration and Materials Management (1)  
Marketing and Customer Engagement (2)  
Express Lanes Program (1)  
Public Outreach (1)

**Evaluation Criteria**

Qualifications of the Firm  
Staff and Project Organization  
Work Plan  
Cost and Price

**Weight Factors**

25 percent  
25 percent  
30 percent  
20 percent