



**Notice of Intent of Contract Award for RFP 19-008  
 “Corporate & Community Outreach and Marketing Services”**

It has been determined that **Goodman Public Relations, Inc.** has submitted the most advantageous, responsive and responsible proposal for the referenced solicitation and will be recommended to the SFRTA Board for contract award. Results are as follows:

<b>Firm</b>	<b>Tech Score (Max of 60)</b>	<b>Price</b>	<b>Price Score (Max of 40)</b>	<b>Total Score</b>	<b>Ranking</b>
<b>Goodman Public Relations</b>	<b>51.8</b>	<b>\$153,250.00</b>	<b>40</b>	<b>91.8</b>	<b>1</b>
<b>Valerin Group, Inc.</b>	<b>52</b>	<b>\$184,700.00</b>	<b>31.8</b>	<b>83.8</b>	<b>2</b>
<b>Vistra Communications</b>	<b>39.8</b>	<b>\$170,680.00</b>	<b>35.5</b>	<b>75.3</b>	<b>3</b>
<b>Quest Corporation America</b>	<b>43.8</b>	<b>\$193,000.00</b>	<b>29.6</b>	<b>73.4</b>	<b>4</b>
<b>Brand Advocates</b>	<b>40.2</b>	<b>\$208,350.00</b>	<b>25.6</b>	<b>65.8</b>	<b>5</b>
<b>Proof Strategies, Inc.</b>	<b>40</b>	<b>\$452,950.00</b>	<b>0</b>	<b>40</b>	<b>6</b>
<b>Kivvit, LLC</b>	<b>38.2</b>	<b>\$566,000.00</b>	<b>0</b>	<b>38.2</b>	<b>7</b>

Please be advised that the Cone of Silence for this solicitation remains in effect through the date of contract award.

Any questions or requests for further information should be directed to Mr. Robert Becker, Contract Specialist, at (954) 788-7909.

Posted: **May 14, 2019**