

## Matthew Rawls

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**From:** Rob Lowe  
**Sent:** Thursday, July 9, 2020 12:45 PM  
**To:** e.vincent@blackinkcreativepartners.com; 'info@myhouseofdesign.com'; james@mycreativeasset.com; karen@formationsdesign.com; julie@juliereadesign.com; smith@pacwestcom.com; nicole@sprout.partners; tom@studio-17.com; Brenda@tomarkettomarket.org; patrick@2designnerds.com; sam@2designnerds.com; shenderson@gisimarketing.com; creatives@gisimarketing.com  
**Cc:** Nicole Walters; Terry Mural; Matthew Rawls  
**Subject:** Notice of Intent to Award - Solicitation #3688-20 - City Newsletter Graphic Design Services  
**Attachments:** 3688-20B\_EvaluationSpread\_final\_070820.pdf

Dear Proposers,

The City would like to thank you for submitting a proposal in response to the RFP for the City Newsletter Graphic Design Services. The evaluation team have completed their evaluation. This is the City's official notice to award a contract to My House of Design marketing firm of Austin Texas. Attached is the evaluation scoring sheet. If you have any questions please contact me.

**COVID-19 Update:** Please note: **I am working remotely at this time.** Response times may be longer than normal as we adapt to remote work.

Kind Regards,

**Robert Lowe**

Equity Outreach Coordinator  
City of Beaverton | 12725 SW Millikan Way, 2<sup>nd</sup> Floor  
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**Your City Graphic Design RFP 3688-20B  
Evaluation Committee Score Sheet**

Company Name	Evaluation Factor	Total Possible	Eval 1	Eval 2	Eval 3	Eval 4	TOTAL	AVERAGE	Overall Position
<b>2 DESIGN NERDS STUDIO</b>									
	1. Experience	20	1	10	5	1	17	4.25	11
	2. Qualifications	18	1	10	8	4	23	5.75	
	3. Project Approach & Understanding	20	2	10	5	1	18	4.5	
	4. Beaverton Equity Procurement Program	12	5	5	5	5	20	5	
	5. Demonstrate Capability to meet Time Requirements	15	2	12	10	5	29	7.25	
	6. Contract Price	15	2	8	5	2	17	4.25	
	<b>Total Maximum Points</b>	<b>100</b>	<b>13</b>	<b>55</b>	<b>38</b>	<b>18</b>	<b>124</b>	<b>31</b>	
<b>BLACK INK</b>									
	1. Experience	20	5	20	12	10	47	11.75	10
	2. Qualifications	18	5	13	8	6	32	8	
	3. Project Approach & Understanding	20	7	15	6	5	33	8.25	
	4. Beaverton Equity Procurement Program	12	1	1	1	1	4	1	
	5. Demonstrate Capability to meet Time Requirements	15	5	10	6	5	26	6.5	
	6. Contract Price	15	5	10	5	1	21	5.25	
	<b>Total Maximum Points</b>	<b>100</b>	<b>28</b>	<b>69</b>	<b>38</b>	<b>28</b>	<b>163</b>	<b>40.75</b>	
<b>CREATIVE ASSET</b>									
	1. Experience	20	6	20	14	12	52	13	9
	2. Qualifications	18	6	16	10	8	40	10	
	3. Project Approach & Understanding	20	7	20	12	11	50	12.5	
	4. Beaverton Equity Procurement Program	12	0	0	0	0	0	0	
	5. Demonstrate Capability to meet Time Requirements	15	6	12	5	3	26	6.5	
	6. Contract Price	15	6	15	5	2	28	7	
	<b>Total Maximum Points</b>	<b>100</b>	<b>31</b>	<b>83</b>	<b>46</b>	<b>36</b>	<b>196</b>	<b>49</b>	
<b>FORMATION DESIGN GROUP</b>									
	1. Experience	20	8	15	15	14	52	13	8
	2. Qualifications	18	8	18	10	10	46	11.5	
	3. Project Approach & Understanding	20	10	15	15	13	53	13.25	
	4. Beaverton Equity Procurement Program	12	0	0	0	0	0	0	
	5. Demonstrate Capability to meet Time Requirements	15	8	15	5	5	33	8.25	
	6. Contract Price	15	8	13	10	12	43	10.75	
	<b>Total Maximum Points</b>	<b>100</b>	<b>42</b>	<b>76</b>	<b>55</b>	<b>54</b>	<b>227</b>	<b>56.75</b>	

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Company Name	Evaluation Factor	Total Possible	Eval 1	Eval 2	Eval 3	Eval 4	TOTAL	AVERAGE	Overall Position
GISI MARKETING									
	1. Experience	20	15	20	16	16	67	16.75	4
	2. Qualifications	18	15	20	15	15	65	16.25	
	3. Project Approach & Understanding	20	12	15	15	15	57	14.25	
	4. Beaverton Equity Procurement Program	12	0	0	0	0	0	0	
	5. Demonstrate Capability to meet Time Requirements	15	12	15	12	12	51	12.75	
	6. Contract Price	15	12	15	12	13	52	13	
	<b>Total Maximum Points</b>	<b>100</b>	<b>66</b>	<b>85</b>	<b>70</b>	<b>71</b>	<b>292</b>	<b>73</b>	
Company Name	Evaluation Factor	Total Possible	Eval 1	Eval 2	Eval 3	Eval 4	TOTAL	AVERAGE	Overall Position
HOD (MY HOUSE OF DESIGN)									
	1. Experience	20	16	20	18	18	72	18	1
	2. Qualifications	18	16	18	16	16	66	16.5	
	3. Project Approach & Understanding	20	18	20	18	16	72	18	
	4. Beaverton Equity Procurement Program	12	4	4	4	4	16	4	
	5. Demonstrate Capability to meet Time Requirements	15	12	15	13	10	50	12.5	
	6. Contract Price	15	1	15	13	12	41	10.25	
	<b>Total Maximum Points</b>	<b>100</b>	<b>67</b>	<b>92</b>	<b>82</b>	<b>76</b>	<b>317</b>	<b>79.25</b>	
Company Name	Evaluation Factor	Total Possible	Eval 1	Eval 2	Eval 3	Eval 4	TOTAL	AVERAGE	Overall Position
JULIE REA DESIGN									
	1. Experience	20	16	15	16	16	63	15.75	2
	2. Qualifications	18	17	15	18	16	66	16.5	
	3. Project Approach & Understanding	20	16	13	15	15	59	14.75	
	4. Beaverton Equity Procurement Program	12	6	6	6	6	24	6	
	5. Demonstrate Capability to meet Time Requirements	15	12	15	10	12	49	12.25	
	6. Contract Price	15	12	10	12	11	45	11.25	
	<b>Total Maximum Points</b>	<b>100</b>	<b>79</b>	<b>74</b>	<b>77</b>	<b>76</b>	<b>306</b>	<b>76.5</b>	
Company Name	Evaluation Factor	Total Possible	Eval 1	Eval 2	Eval 3	Eval 4	TOTAL	AVERAGE	Overall Position
PAC WEST									
	1. Experience	20	14	20	12	14	60	15	5
	2. Qualifications	18	13	18	11	10	52	13	
	3. Project Approach & Understanding	20	14	20	15	16	65	16.25	
	4. Beaverton Equity Procurement Program	12	3	3	3	3	12	3	
	5. Demonstrate Capability to meet Time Requirements	15	12	10	10	11	43	10.75	
	6. Contract Price	15	12	15	15	15	57	14.25	
	<b>Total Maximum Points</b>	<b>100</b>	<b>68</b>	<b>86</b>	<b>66</b>	<b>69</b>	<b>289</b>	<b>72.25</b>	
Company Name	Evaluation Factor	Total Possible	Eval 1	Eval 2	Eval 3	Eval 4	TOTAL	AVERAGE	Overall Position
SPROUT PARTNERS									
	1. Experience	20	16	20	18	17	71	17.75	6
	2. Qualifications	18	17	13	15	16	61	15.25	
	3. Project Approach & Understanding	20	16	20	16	17	69	17.25	
	4. Beaverton Equity Procurement Program	12	3	3	3	3	12	3	
	5. Demonstrate Capability to meet Time Requirements	15	11	13	10	12	46	11.5	
	6. Contract Price	15	11	10	5	1	27	6.75	
	<b>Total Maximum Points</b>	<b>100</b>	<b>74</b>	<b>79</b>	<b>67</b>	<b>66</b>	<b>286</b>	<b>71.5</b>	

**Your City Graphic Design RFP 3688-20B  
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<b>Company Name</b>	<b>Evaluation Factor</b>	<b>Total Possible</b>	<b>Eval 1</b>	<b>Eval 2</b>	<b>Eval 3</b>	<b>Eval 4</b>	<b>TOTAL</b>	<b>AVERAGE</b>	<b>Overall Position</b>
STUDIO 17									
	1. Experience	20	13	20	15	14	62	15.5	7
	2. Qualifications	18	13	15	10	10	48	12	
	3. Project Approach & Understanding	20	12	10	10	12	44	11	
	4. Beaverton Equity Procurement Program	12	0	0	0	0	0	0	
	5. Demonstrate Capability to meet Time Requirements	15	10	15	8	7	40	10	
	6. Contract Price	15	10	15	12	13	50	12.5	
	<b>Total Maximum Points</b>	<b>100</b>	<b>58</b>	<b>75</b>	<b>55</b>	<b>56</b>	<b>244</b>	<b>61</b>	
<b>Company Name</b>	<b>Evaluation Factor</b>	<b>Total Possible</b>	<b>Eval 1</b>	<b>Eval 2</b>	<b>Eval 3</b>	<b>Eval 4</b>	<b>TOTAL</b>	<b>AVERAGE</b>	<b>Overall Position</b>
TMTM (TO MARKET TO MARKET)									
	1. Experience	20	14	20	15	14	63	15.75	3
	2. Qualifications	18	13	18	15	14	60	15	
	3. Project Approach & Understanding	20	14	20	10	10	54	13.5	
	4. Beaverton Equity Procurement Program	12	6	6	6	6	24	6	
	5. Demonstrate Capability to meet Time Requirements	15	13	15	10	11	49	12.25	
	6. Contract Price	15	12	15	12	12	51	12.75	
	<b>Total Maximum Points</b>	<b>100</b>	<b>72</b>	<b>94</b>	<b>68</b>	<b>67</b>	<b>301</b>	<b>75.25</b>	