

PROCUREMENT SUMMARY-RFP 2022-012

REQUIREMENTS

A Solicit Request Routing Sheet for Advertising Campaigns and Media Buying Services with attached scope of work was received by Procurement from Executive Office on May 10, 2022.

SOLICITATION

Request for Proposal (RFP) No. 2022-012 Public Notice was published in The Advocate. The Public Notice and the RFP 2022-012 was posted on the RTA website beginning 5/24/22. The RFP submittal deadline was 6/29/22 at 4:00pm.

RFP SUBMITTAL

Submittal deadline was on 6/29/22 at 4:00pm. Briana Howze handled the receipt of all submissions received. Four (4) proposals were received.

DETERMINATION

Four (4) responsive proposals were received.

SUBMITTAL ANALYSIS

Respondents

Progressive
Spear
Trumpet
White

Required Forms

ALL SUBMITTED
ALL SUBMITTED
ALL SUBMITTED
ALL SUBMITTED

SUMMARY

An Administrative Review was prepared by Briana Howze.

The Technical Evaluation Committee meeting was held on Thursday, July 21, 2022 at 1:30 PM in the RTA Board Room.

The Technical Evaluation Committee was selected and authorized by Gizelle Banks and was comprised of:

Angele Young Boutte
Christopher Clark
Dwight Norton

The Technical Evaluation Committee scoring was as follows:

Progressive	75
Spears	261

Trumpet	286
White	207

A second evaluation was done for the top two highest scorers with in person interviews on 11/3/22 for Trumpet and 12/8/22 for Spears. Scores are as follows:

Trumpet	285
Spears	235

It is recommended that the project be split between Trumpet and Spears. Trumpet will be awarded the Marketing & Advertising Services and Spears will be awarded the Media Planning & Buying Services.