

Phase I – Proposal Evaluations

Criteria	Conflict of Interest	Evaluation Factor 1 – Project Understanding	Evaluation Factor 2 – Work Plan	Evaluation Factor 3 – Experience	Evaluation Factor 4 – Demonstrated Success	Calculated Formula Pricing	Total	Rank
Weight	0	30	20	15	15	20	100	
Evok Advertising & Design, Inc.	0	19.86	13.24	9.93	8.97	20	72	3
Granicus, LLC	0	15.84	14.56	12.96	12.96	13.00	69.32	4
Interpersonal Frequency LLC	0	25.92	15.92	15.00	11.94	16.00	84.78	1
Trace Enterprise LLC dba REACH	0	25.92	15.96	9.93	11.94	15.00	78.75	2

Phase I Top Ranked Firm: Interpersonal Frequency LLC**Phase II – Presentation Evaluations**

Evaluator: Ashley Moore

Criteria	Evaluation Factor 1 – Team Experience	Evaluation Factor 2 - Qualifications	Evaluation Factor 3 - Understanding	Evaluation Factor 4 – Resources	Evaluation Factor 5 – Overall Presentation	Total	Rank
Weight	30	25	25	10	10	100	
Evok Advertising & Design, Inc.	20	15	15	10	8	68	4
Granicus, LLC	28	22	20	8	8	86	2
Interpersonal Frequency LLC	30	25	25	10	10	100	1
Trace Enterprise LLC dba REACH	25	20	20	10	8	83	3

Evaluator: Frank Camarata

Criteria	Evaluation Factor 1 – Team Experience	Evaluation Factor 2 - Qualifications	Evaluation Factor 3 - Understanding	Evaluation Factor 4 – Resources	Evaluation Factor 5 – Overall Presentation	Total	Rank
Weight	30	25	25	10	10	100	
Evok Advertising & Design, Inc.	25	20	20	5	10	80	2
Granicus, LLC	15	10	10	10	5	50	4
Interpersonal Frequency LLC	30	20	25	10	10	95	1
Trace Enterprise LLC dba REACH	20	20	20	10	5	75	3

Evaluator: James Garoutsos

Criteria	Evaluation Factor 1 – Team Experience	Evaluation Factor 2 - Qualifications	Evaluation Factor 3 - Understanding	Evaluation Factor 4 – Resources	Evaluation Factor 5 – Overall Presentation	Total	Rank
Weight	30	25	25	10	10	100	
Evok Advertising & Design, Inc.	15	13	13	5	8	54	4
Granicus, LLC	24	13	5	8	5	55	3
Interpersonal Frequency LLC	20	25	25	8	8	86	1
Trace Enterprise LLC dba REACH	25	20	20	10	8	83	2

Evaluator: Tricia Johnson

Criteria	Evaluation Factor 1 – Team Experience	Evaluation Factor 2 - Qualifications	Evaluation Factor 3 - Understanding	Evaluation Factor 4 – Resources	Evaluation Factor 5 – Overall Presentation	Total	Rank
Weight	30	25	25	10	10	100	
Evok Advertising & Design, Inc.	20	20	18	7	8	73	2
Granicus, LLC	10	10	5	5	8	38	4
Interpersonal Frequency LLC	25	23	23	9	10	90	1
Trace Enterprise LLC dba REACH	15	18	15	7	5	60	3

Recommendation to award to the top ranked firm: Interpersonal Frequency LLC

Tricia Johnson *Tricia Johnson* James Garoutsos _____

Ashley Moore _____ Frank Camarata _____

Leigh Hicks _____ (Phase I only)

Evaluator: Tricia Johnson

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Recommendation to award to the top ranked firm: Interpersonal Frequency LLC

Tricia Johnson _____

James Garoutsos _____

Ashley Moore _____

Frank Camarata _____

Leigh Hicks _____ (Phase I only)

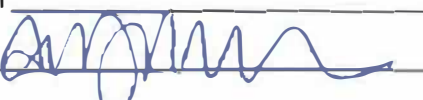


RFP-604403-22/LNF – Term Contract for Consultant Services for Seminole County Website Redesign

Evaluator: Tricia Johnson

Criteria	Evaluation Factor 1 – Team Experience	Evaluation Factor 2 - Qualifications	Evaluation Factor 3 - Understanding	Evaluation Factor 4 – Resources	Evaluation Factor 5 – Overall Presentation	Total	Rank
Weight	30	25	25	10	10	100	
Evok Advertising & Design, Inc.	20	20	18	7	8	73	2
Granicus, LLC	10	10	5	5	8	38	4
Interpersonal Frequency LLC	25	23	23	9	10	90	1
Trace Enterprise LLC dba REACH	15	18	15	7	5	60	3

Recommendation to award to the top ranked firm: Interpersonal Frequency LLC

Tricia Johnson _____ James Garoutsos _____
 Ashley Moore  _____ Frank Camarata _____
 Leigh Hicks _____ (Phase I only)

RFP-604403-22/LNF – Term Contract for Consultant Services for Seminole County Website Redesign

Evaluator: Tricia Johnson

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Recommendation to award to the top ranked firm: Interpersonal Frequency LLC

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Leigh Hicks _____ (Phase I only)

Evaluator: Tricia Johnson

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Tricia Johnson _____ James Garoutsos _____

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Leigh Hicks Leigh Hicks (Phase I only)