

**MARINA COAST WATER DISTRICT
MATRIX FOR RESPONSES TO REQUEST FOR PROPOSAL
PUBLIC RELATIONS AND COMMUNITY OUTREACH**

Firm	Firm Experience/ Qualifications	Clear Understanding of the Scope of Work	Competitiveness of the bid	Locale	Quality of Work Samples	Rank
Runyon Saltzman Einhorn, Inc.	Founded in 1960. Extensive experience w/water districts and special districts. Large firm w/75 employees. Staff offers broad background of experience.	Detailed budget and timelines. Projects are broken out in phases. Good strategy to develop Communications and technology plans that have ongoing value. Included a strong plan for Water Augmentation PR.	Rates are discounted and range from \$100-\$250/hr. depending on staff member utilized. Approx. annual costs: \$161,750	Sacramento	Would have liked to see more work samples included. Impressive bios. Very comprehensive and detailed 4-stage plan.	1
	+	+	√	√	√	
Miller Maxfield, Inc.	Founded in 2002. Broad range of clients in both private and public sector. Experience w/water, environmental issues, and municipalities. Familiar with District and its challenges.	Project approach breakdown w/tasks did not include timelines. Need more detail on the project approach and strategy. Not enough strategy devoted to Water Augmentation PR.	Rates are from \$125-\$175/hr. \$6,000 to develop strategic communication plan and \$3,000 for plan execution. Hours listed may be less than necessary for a comprehensive strategic plan. Approx. annual costs: \$39,000	Santa Cruz	Nice variety of work samples and clients.	2
	+	-	+	+	√	
KP Public Affairs	Founded in 1983. Largest PR firm in Sacramento. Firm offers a PR practice and an advocacy/regulatory practice.	Tasks are broken out throughout the year. Scope did not include breakdown of costs. Good research on the demographics of the District. Not enough strategy devoted to Water Augmentation PR.	Rates are from \$200-\$300/hr. or a flat fee of \$7,500 based on 35 hours/month. Hourly rates are high. Approx. annual costs: \$90,000	Sacramento	There are typos in the proposal. Work samples difficult to read. Would have liked to see more about their clients and campaigns.	3
	+	√	√	√	-	
MIG, Inc.	Founded in 1982. Nationally, represents a wide variety of clients including many cities and state government agencies.	Incorporated the 5-year strategic plan into the proposal. Strategy somewhat "generic" with focus on drought/conservation and not personalized enough for MCWD including PR for Water Augmentation.	Rates are from \$110-\$220/hr. Firm will manage social media for \$135/hr. and media outreach for \$135-\$210/hr. Fee proposal very high; hours listed may be more than necessary. Approx. annual costs: \$215,000	Berkeley	Proposal well formatted. Lots of samples of work product on drought related materials. No timelines on fee schedule.	4
	+	√	-	√	+	

Legend

<p>- = Proposal/firm could be improved in this area √ = Proposal/firm is satisfactory in this area + = Proposal/firm is excellent in this area</p>
