

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

Provider	Firm Experience/ Qualifications	Clear Understanding of the Scope of Work	Value	Locale	Quality of Proposal/Staff Recommendations	Ranking
Runyon Saltaman 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.	Rates are discounted. Rates are from \$100- \$250/hr depending on staff member utilized.	Sacramento	Would have like to see more work samples included. Impressive bios.	3
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. Researched the demographics of the District. Hourly rates are high. Work samples-difficult to read.	Rates are from \$200-\$300/hr or a flat fee of \$7,500 based on 35 hours/month.	Sacramento	There are typos in the proposal. Researched the demographics. Work samples difficult to read. Would have liked to see more about their clients and campaigns.	4
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.	Rates are from \$125-\$175/hr. \$6,000 to develop strategic communication plan and \$3,000 for plan execution.	Santa Cruz	No timelines included in proposal. Nice variety of work samples.	1
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. Understands challenges District faces. Fee proposal very high; hours listed may be more than necessary.	Rates are from \$110-\$220/hr. Firm will manage social media for \$135/hr and media outreach for \$135- \$210/hr.	Berkeley	Proposal very well laid out. Lots of samples of work product on drought related materials.	2