



NOTICE OF INTENDED DECISION

Date: July 13, 2020

Project: Marketing & Communications Services
Request for Proposal (RFP) No.: C-00720

The Evaluation Review Committee met on July 10, 2020, to evaluate and score the responses submitted for the above referenced RFP.

Final ranking and scoring is as follows:

Rank	Firms	Total Score	Average Score
1	Playbook Public Relations*	274	91.3
2	Vistra Communications*	251	83.7
3	HCP Associates*	222	74.0
4	Quest Corporation of America*	216	72.0
5	Valerin*	210	70.0
6	Patterson Bach Communications	206	68.7
7	The Brand Advocate*	203	67.7
8	National Strategies	202	67.3
9	KVJINC PR*	201	67.0
10	Pivot Path*	198	66.0
11	Media Relations	197	65.7
12	PCF International	196	65.3

**SBE/DBE Certified Firms*

Tampa Hillsborough Expressway Authority staff intends to recommend approval to negotiate and execute a contract with the highest ranked firm at the Authority Board Meeting scheduled for July 22, 2020. If negotiations are unsuccessful, staff shall negotiate with the next highest ranked firm, if necessary.

In addition, staff intends to recommend approval to negotiate and execute a push-button contract with the second and third ranked firms.

All notices are posted on the Authority's website (www.tampa-xway.com) and on the DemandStar system.

For questions regarding this notice, please contact the Authority's Procurement Manager, Man Le, Man.Le@tampa-xway.com.

Posting Notice July 13, 2020