

CITY OF FORT LAUDERDALE
RFP EVALUATION COMMITTEE TABULATION

RFP# 575-3
TITLE: Marketing and Web site Administration
DATE: 5/28/2026

	Judy Erickson												
	Understands the scope and City's needs			Completeness of submittal			Experience and References, past performance, years in business			Proposal's Fee (Value and Realism)			Total Points Awarded
PROPOSING FIRM	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	
Mad 4 Marketing	0.30	1	0.30	0.15	1	0.15	0.25	1	0.25	0.30	1	0.30	1.00
The Brand Advocates ** in partnership with Aqua Marketing & Communications (Aqua)	0.30	2	0.60	0.15	3	0.45	0.25	2	0.50	0.30	2	0.60	2.15
RW INFOTECH LLC	0.30	3	0.90	0.15	2	0.30	0.25	3	0.75	0.30	3	0.90	2.85

	Laura Voet												
	Understands the scope and City's needs			Completeness of submittal			Experience and References, past performance, years			Proposal's Fee (Value and Realism)			Total Points Awarded
PROPOSING FIRM	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	
Mad 4 Marketing	0.30	1	0.30	0.15	1	0.15	0.25	1	0.25	0.30	1	0.30	1.00
The Brand Advocates ** in partnership with Aqua Marketing & Communications (Aqua)	0.30	2	0.60	0.15	2	0.30	0.25	2	0.50	0.30	2	0.60	2.00
RW INFOTECH LLC	0.30	3	0.90	0.15	3	0.45	0.25	3	0.75	0.30	3	0.90	3.00

	Kevin Pulido																		
	Understands the scope and City's needs			Completeness of submittal			Experience and References, past performance, years			Proposal's Fee (Value and Realism)									
PROPOSING FIRM	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Total Points Awarded	Average Points Awarded	Total Combined Points Awarded	Total Final Score	FINAL RANKING		
Mad 4 Marketing	0.30	2	0.60	0.15	2	0.30	0.25	2	0.50	0.30	1	0.30	2	1.23	3.70	3.70	1		
The Brand Advocates ** in partnership with Aqua Marketing & Communications (Aqua)	0.30	1	0.30	0.15	1	0.15	0.25	1	0.25	0.30	2	0.60	1	1.82	5.45	5.45	2		
RW INFOTECH LLC	0.30	3	0.90	0.15	3	0.45	0.25	3	0.75	0.30	3	0.90	3	2.95	8.85	8.85	3		