

STANDARD RFP EVAL TOOL							
No. RFQS 5000 BYS4010REBID				Offeror: Concept Development & Planning, Llc			
Title: Public Engagement				Total Points Earned: 84			
	Criteria	Points (Avail.)	Strengths (pg.#)	Rating	Weaknesses (pg.#)	Rating	Points (Earned)
4	Experience (10.4)	40	1.Provided many sample work products and project summaries.- p.1-19 (10.4.1) 2.Provided data on projects, (ex: # amount of meeting # survey responses). Good reporting! p.1-19 (10.4.1) 3.Examples of different type of work and client sizes. Trainings, materials and messaging, outreach, meeting coordination/hosting, gathering community feedback. p.1-19 (10.4.1) 4.The “Sample Work (10.4.1)” section gives great, clear summary of strategies in different areas of town and for different projects/stakeholders. -p. 1 - 19 5.Significant varied experience across project types and sponsors (pp. 1-19) 6.Demonstration of multiple methods of outreach and engagement (pp. 1-19) 7.2009 working with the City, variety of departments. P3 8.PMP, IAP2, and The National Coalition for Dialogue & Deliberation (NCDD) other trainings. All are pair to our current best practices. P22 9.Relationship with Austin “audiances” P23 10.Public Participation Principles P24 11.Community Engagement Taskforce P24	Major	1.Based on evidence provided: There were challenges with Givens District Park planning where PARD had to host an additional meeting, since initial notice was deemed insufficient (p. 2) 2.P1: Zilker, I wish I would have heard if they reached a diverse audience	Minor	33

5	Qualification Requirements (10.5)	20	<p>1.Clear outline of strategic elements (messaging, education, evaluation, etc.). - p.4</p> <p>2.Outlines some philosophies/priorities (accessibility, considering audiences, etc). - p.37</p> <p>3.Calls-out digital tools and platforms they use. - p.25</p> <p>4.Calls-out prioritizing monitoring, measuring success, tracking, analytics.- p.25</p> <p>5.Has Preferred training (p. 22)</p> <p>6.Experience within Austin and with diverse groups within (pp. 28-29, 30-32)</p> <p>7.Experience with multiple online tools (p. 27)</p> <p>8.Conflict resolution techniques (p. 39)</p> <p>9.Training city staff and community (p. 27)</p> <p>10.Varied approaches based on geography (pp. 34-35)</p> <p>11.They know how to use many of the City digital engagement tools.</p> <p>12.analyzing data to identify trends and significant findings. P26</p> <p>13.reports that summarize our outreach efforts P26</p> <p>14.Meet community where they are. P26</p> <p>15.Facilitation training: CD&P is trained in</p>	Major	<p>1.what we heard, but who we heard from to help make ongoing and future efforts more equitable and inclusive. I would like to hear more about how they identify the who? Is it demographic questions? IP addresses? P26</p> <p>2.Dd not see community trainings about engaging the City P27</p> <p>3.I am not sure they have worked with communities that speak other languages other than English and Spanish. P28</p>	Minor	17
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6	Requested Services Requirements (10.6)	20	<p>1.Experience in Austin, with community issues, working with City and other entities. - p.1-19, (10.4.1)</p> <p>2.Details experience in preparing for outreach and engagement (stakeholder mapping, outlining a plan, etc.) and selecting and implementing outreach and engagement strategies.</p> <p>3.Calls-out digital tools and platforms they use.- p.25</p> <p>4.Outlines great skills and experience – including conflict resolution (p.23),</p> <p>5.Thoughtful approach to varied situations (p. 38)</p> <p>6.Exceeds all requirements (pp. 39-41)</p> <p>7.Experienced working with Hispanics/Latinos and Black/African Americans P28</p> <p>8.awareness of Austin history P29</p> <p>9.P30 to P32 layout in an easy way targeted communities and strategies.</p> <p>10.Clearly demonstrated ability to Perform Services including reflection of challenges + solutions p.47-49</p> <p>11.Commitment to community reach and engagement through creative strategies “to better meet the needs of a growing and changing community” p. 49</p> <p>12.Overall, attention to detail in providing</p>	Major	<p>1.I am not sure they have experienced working with other diverse communities. P28</p> <p>2.Skill level mentioned was broad summary, not specific to each task p. 49</p>	Minor	17
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7	Organization (10.7)	20	<p>1.Very thorough bios of team members and their relevant experience</p> <p>2.Thorough bios ad explanation of subgroup is SNAP- p.66</p> <p>3.Organizational structure clearly explained (p. 44)</p> <p>4.Significant experience among staff (pp. 46-56)</p> <p>5. Detailed community reach through agency/media coordination, experience, and collaboration p. 51</p> <p>6.Community involvement through volunteer opportunities demonstrates dedication to connecting with diverse groups p. 52</p> <p>7.Professional memberships detailed p. 51-52</p> <p>8.Org chart clearly outlines staff for both companies p. 53</p> <p>9.Resumes for all 13 staff p. 55-72</p> <p>10.Overall, attention to detail in providing summaries and easily searchable info. Key for developing well-designed content for diverse audiences p. 1-92</p> <p>11.Relevant and well-established experience with City, State, and County entities (pg 42-43)</p> <p>12.Experienced with a plethora of</p>	Major	<p>1.If it matters – it is not clear of the diversity of staff, but SNAP is a partner. - p.5</p> <p>2.There are two engagement Directors? P44. Could be confusing in planning</p>	Minor	17
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STANDARD RFP EVAL TOOL							
No. RFQS 5000 BYS4010REBID Title: Public Engagement				Austin Community Design And Development Center / Offeror: Community Powered Workshop Total Points Earned: 80			
	Criteria	Points (Avail.)	Strengths (pg.#)	Rating	Weaknesses (pg.#)	Rating	Points (Earned)
4	Experience (10.4)	40	1.Good and thorough examples of past projects. - p.5-10 2.Experience in housing, parks and rec, nature, greenspaces, transit (Project Connect), etc. - p. 5- 7 3.Experience working with / reaching diverse groups, multiple languages, low literacy level, older, etc. P – 17-20 4.Project scenarios demonstrate experience in Outreach and Engagement, Facilitation and meeting logistics, Online/Virtual/Web Outreach and Engagement Training - p.3 5.Offers perhaps not overall strategy but does offer insight on tactics used and activities executed scenarios explained for each project. - p.5 (10.4.2 – Reference 1) 6.Experience with various project facilitation and meeting logistics, outreach and engagement. (p. 4) 7.Varied projects with varied engagement methods with subs (pp. 5-9) 8.Significant experience between subs and prime with all groups listed in RFQ (pp. 22-27) 9.Community driven approach. P1 10.SOW, tasks, deliverables, budget, timeline, measurable results. P1 11.Community Partnerships. P1	Major	1.CPW has primarily provided architectural services to homeowners interested in building an Accessory dwelling unit (ADU's). P1 2.Have the team worked together before? P2 3.All work samples were web-based no copies of work included in the summary or attached to the questions. 4.Unclear on how some collaborations will meet the scope of work for engagement and other consulting services, some methodology is unclear.	Minor	33

5	Qualification Requirements (10.5)	20	<p>1.Experience working with working groups and ambassadors. - p.5</p> <p>2.Located in Springdale community with already built relationships with community, and calls out experience with Eastern Crescent. -p.2, 14</p> <p>3.Good and thorough examples of past projects. - p.5-10</p> <p>4.Diversity of projects:housing, parks and rec, nature, greenspaces, transit (Project Connect), etc. - p. 5- 7</p> <p>5.Works with / reaching diverse groups, multiple languages, low literacy level, older, etc. P – 17-20</p> <p>6.Has staff proficient in other languages experience working with diverse population (ex: Library's strategic plan). - p.13</p> <p>7.Experience with community organizing (pp. 11-12)</p> <p>8.Data analysis skills (p. 12)</p> <p>9.Work with underrepresented groups (pp. 13-14, 16-18)</p> <p>10.Ability to train others (p. 12)</p> <p>11.Overall good demonstration of preferred qualifications (p. 11-15)</p> <p>12.Focus on underserved BIPOC, unhoused, communities. P4</p> <p>13.Experience working with the City. P4</p>	Major	<p>1.No training noted for Prime (p. 11)</p> <p>2.Did not cite experience with COA preferred digital engagement platforms (Public Input, Engagement HQ)</p> <p>3.Only Partner staff is IAP2 trained</p> <p>4.Formatting of proposal could be improved, consideration for engaging public materials. p. 2</p> <p>5.Generalized reference for how to reach audiences, not detailed by sub-bullets in Section 6 of Scope of Work p.15</p> <p>6.Not all direct experience for audiences outlined in Section 5 of Scope of Work p. 17-20</p> <p>7.Team overall lacks training for all staff to expand knowledge in other areas of engagement, diversity, coaching, equity.</p>	Minor	17
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6	Requested Services Requirements (10.6)	20	<p>1.Experience in datasets, Power Mapping, developing capacity building activities and training materials, graphic design and reporting. - p.12,6</p> <p>2.Clearly calls-out services they provide:</p> <p>3.Outreach and Engagement</p> <p>4.Facilitation and meeting logistics</p> <p>5.Online/Virtual/Web Outreach and Engagement</p> <p>6.Training - p.3 - 4</p> <p>7.Does call-out different engagement tools, like socialpinpoint. -p.5</p> <p>8.Work with identified communities (pp. 17-20)</p> <p>9.Creative facilitation of engagement (evidence-based CWC project)</p> <p>10.developed capacity building activities and training materials on different topics, such as public speaking, empathy and leadership development, public land management, participatory budgeting, event planning and conflict resolution for each Community Working Group workshop. P6</p> <p>11.Almost two decades of working with the Austin community with an emphasis on the East Austin</p> <p>12.Well established community collaborations with grassroot outreach.</p>	Major	<p>1.Heavy reliance on subs (p. 23)</p> <p>2.Reliance on one project, Central Williamson Creek (pp. 5-7)</p> <p>3.I see mentionings of English and Spanish, I would like to have heard more about other languages as well.</p> <p>4.Did not provide local examples</p> <p>5.Generalized response for experience, not detailed out in each service p. 22</p> <p>6.No clear outline of which staff members will be doing what, alludes to a pull of resources but not clear who.</p>	Minor	17
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7	Organization (10.7)	20	<p>1.Team consists of women and minorities, at least 1 person is bilingual. - p.4, 26</p> <p>2.Several team members have background in planning and notes previous experience was “primarily provided architectural services to homeowners interested in building an Accessory dwelling unit (ADU’s).” This could benefit departments or community organizations doing work around these types of projects. - p.2</p> <p>3.Pivoted to working with community to disseminate information. - p.1</p> <p>4.Articulated organizational flow within vendor’s organization.</p> <p>5.Connections to neighborhoods.</p> <p>6.Acknowledged that smaller projects can be handled by vendor (prime); larger projects will connect with subs (p. 23)</p> <p>7.IAP2 principles, the Bleiker Method for Systematic Development of Informed Consent, Conflict Resolution through University of Texas School of Law, TxDOT Effective Public Involvement (OPI100) and Local Government Planning (LGP100), and Leadership Austin Beyond Diversity. P11</p> <p>8.Data analyses. P12</p> <p>9.Training experience. P13</p>	Major	<p>1.Division of tasks not clear:</p> <p>2.Not clear what the role of partners Essential Advisors Corporation, and Concept Development & Planning (CD&P) is for proposal. -p.4</p> <p>3.Community Powered Workshop indicates that they are Prime on projects, and Harriet Mitchell (CPW) as principal-in-charge. - p.23</p> <p>4.Small but recognition of limits with plan for larger projects (p. 23)</p> <p>5.I am not sure they have used the digital engagement tools we use at the City. They did mention a few tools. P12</p> <p>6.They mentioned POC, but I have not seen this diversity. It sounds like they experienced with Hispanic/Latinos (as, xs), but I am not sure I read Black, African Americans and Asian Americans for exemple.</p> <p>7.Primary may not have first-hand experience in the required areas.</p> <p>8.No organization chart provided as visual p. 24</p> <p>9.Generalized reference for community reach and note “Please see our reach through Personnel and partners” p. 24</p> <p>10.No summary of memberships p.24</p> <p>11.No, real clear methods or instruction</p>	Moderate	13
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STANDARD RFP EVAL TOOL							
No. RFQS 5000 BYS4010REBID				Offeror: Raftelis Financial Consultants, Inc. / Raftelis			
Title: Public Engagement				Total Points Earned: 74			
	Criteria	Points (Avail.)	Strengths (pg.#)	Rating	Weaknesses (pg.#)	Rating	Points (Earned)
4	Experience (10.4)	40	1.Provided clear, detailed (visual and summarized) examples of sample work. - p.5-10 2.Referenced samples include other municipalities, which shows experience similar to Austin. -p.15 3.Diversity in project types (ex: infrastructure projects, business outreach). -p.12 4.Bang The Table, Zoom, Teams, Webex, Google Meet Ups, Google Jam Boards, Mural, Turning Point, Poll Everywhere, Survey Monkey, and Constant Contact. P 20 5.P22 good explanation of capabilities and experience. 6.P23 good chart describing community knowledge 7.Partnered with Pink Consulting, local company with 30+ years' in Austin 8.Experience working with national and international municipalities, with multiple offices across the country 9.Concise summary of skills, experience, qualifications p. 3 demonstrates effective, easy to understand communication 10.Samples of Work are well-designed and show variety of deliverables from data, reporting, flyers, summaries, graphics,	Major	1.Materials for John Treviño Park were not created by vendor or listed sub (p. 11) 2.I am always concerned of mixing “public relations” as an avenue to engage. P2 3.Concern that the prime is going to heavily rely on the sub. Like “who” will be our main contact? And does the prime know Austin? Is our contact accessible? 4.Corporus exemples are nice design, but I don’t know what they did to increase participation P9 5.Tyson looks like a nice report, but I am not sure what they executed P10 6.LOVE Trevino park designs, but the same question remains. What was done? P11 7.Limited local experience of the prime	Moderate	27

5	Qualification Requirements (10.5)	20	<p>1.Knowledge and Skills section (6.2) demonstrate skills compatible with City's norms, such as Webex, Zoom, Constant Contact, social media and other digital platforms, written communications, community meetings, using data analysis, proficiency in other languages. – p.16</p> <p>2.Demonstrates experience with COA's "systems and protocols" regarding planning and department services and has worked on COA projects (Project Connect). -p.16</p> <p>3.Able to create training and outreach materials.</p> <p>4.Skills outside of digital - Neighborhood canvassing, phone calls, yard signs. -p. 18</p> <p>5.Great, clear list of how to tactics for getting the word out, because methods go beyond digital reliance -p.20</p> <p>6.Training in IAP2 (p. 16)</p> <p>7.Knowledge of community organizing by sub (p. 16)</p> <p>8.Combined experience that meets many of the preferred qualifications (pp. 16-18)</p> <p>9.Good enaggeemt concept. P24</p> <p>10.Good concept of "how" P24</p> <p>11.Good concept of "grassroot" P25</p> <p>12.Good resumes</p> <p>13.Experience with the following engagement tech: Bang The Table, Zoom,</p>	Major	<p>1.All of the Raftelis staff are accredited in public relations by the Public Relations Society of America P6</p> <p>2.For me this is a conflict of goals: Our team will apply best practices, as defined by the Public Relations Society of America, the International Association of Public Participation, and the Social Marketing Association of North America, to ensure any plans or strategies we recommend to you are efficient, targeted, and effective. P6</p> <p>3.3. Concept of "how" limited to only English and Spanish. P24</p>	Minor	17
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6	Requested Services Requirements (10.6)	20	<p>1.Extensive summary of experience on each project, including details like if they did translation and for some, some quantitative data. -p.40,47</p> <p>2.Experience with multiple groups for outreach and facilitation and training (pp. 22-23)</p> <p>3.P26 and 27 good chart - qualifications/outreach rating</p> <p>4.Pink consulting has a lot of community connections</p> <p>5.Experience serving the following communities: Faith-based communities, People of color, Limited English proficiency, People with low literacy, People located in the Spirit of East Austin, People with limited access to digital infrastructure, People 65 and older, People with low to moderate income, People below federal poverty line</p> <p>6.Knowledge and skills: Community organizing, Written and oral communication, Establish and maintain good working relationships with City, Planning and organizing, Historic and cultural context of City projects, Build and maintain relationships with community members, Stakeholder mapping and reaching target audiences</p>	Major	<p>1.Chart identifies some as N/A incorrectly (p. 23) Audience Chart</p> <p>Does not clearly demonstrate in detail the requirements (p. 23-24)</p>	Minor	17
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7	Organization (10.7)	20	<p>1.Organization's staff bios include good summary of the projects they have completed and insight on how the project was achieved. Insight includes a diversity of tactics (a mobile app for Long Beach) and skillsets (like media relations) – p.40, 48</p> <p>2.Sub has significant connections within Austin (p. 24)</p> <p>3.A lot of combined experience.</p> <p>4.A lot of national experience and Pink has the local experience</p> <p>5.Longstanding history working with the City of Austin and community organizations (Austin Hispanic Firefighters Association, Amigos En Azul (Austin Hispanic Police Officers), Austin Hispanic Contractors Association, Austin Minority & Women Alliance, Friends of the MACC, Latino Artists Consortium of Austin, Hispanic Women's Network of Texas – Austin Chapter, Asian American Employees Network, a number of neighborhood associations and the Greater Austin Hispanic Chamber of Commerce</p> <p>6.Clearly formatted and organized content demonstrating quality of reporting and strategy skills p.3</p> <p>7.Community reach and membership</p>	Major	<p>1.Prime does not have connections within Austin. (p. 24)</p> <p>2.Application does not articulate how organization workflow will work through sub. (p. 25)</p> <p>3.Not as much local experience compared to the national one. Local experience comes from the sub Pink</p> <p>4.Inherited history from Pink Consulting</p>	Moderate	13
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STANDARD RFP EVAL TOOL							
No. RFQS 5000 BYS4010REBID				Offeror: Adisa Public Relations / Adisa Communications			
Title: Public Engagement				Total Points Earned: 72			
	Criteria	Points (Avail.)	Strengths (pg.#)	Rating	Weaknesses (pg.#)	Rating	Points (Earned)
4	Experience (10.4)	40	1.Says that they take an “equity-centered and data-driven approach to community engagement.” - p3 2.Examples are good visuals and thorough, shows range of projects and stakeholder groups and clients. -p.12 3. Projects and references include a breakdown of services they have provided, which are comparable to the types of projects COA does. -p.17 4.30 years’ experience in Austin and 25 years working with COA (p. 1, 7, 19) 5.Varied project experience (pp. 9-16) 6.Experience with virtual platforms and in-person methods (pp. 7-8) 7.Variety of departments including traffic, housing, economic development. P1 8.A lot of Experience outreach and engagement. P2 9.Experience facilitation and meeting logistics. P2 10.Experience online/digital outreach and engagement 11.Equity in person and digital. P2 12.Hybrid meetings. P2 13.Also works with Mentimeter, Metroquest and Survey Monkey. P2 14.Cultural Proficient. P3	Major	1.Would have been nice to see analytics of success or each project.- p. 44-52 2.Did not see meeting design 3.Concern with the concept of “advocating” P3 4.I am not sure there is experience working with the community engagement team, mentioned PIO. P19	Minor	33

5	Qualification Requirements (10.5)	20	<p>1.Clear breakdown of steps used to implement services. - p.20, 21, 7</p> <p>2.Clear breakdown of strategies and services, which align with COA's norms. - p7, 20</p> <p>3.IAP2 and Bleikers training (p. 21, 26)</p> <p>4.Outreach and engagement method experience, virtual, in-person, hybrid (p. 20)</p> <p>5.Knowledge of history and culture of Austin (p. 25)</p> <p>6.Offer pop up events. P19</p> <p>7.Uses iap2 spectrum of engagement. P20</p> <p>8.SOPs 21 – best practices type documents</p> <p>9.Knowledge of community organizing and outreach and engagement methods</p> <p>10.Experience working with: Faith-based Communities, People of Color; (LEP) or English Language Learners; Neighborhoods located in the Eastern Crescent; People with disabilities; People who are 65 or older; People with low-moderate income</p> <p>11.Experience in all areas of Austin outreach “we have learned about the differences in communities and observed</p>	Major	<p>1.No mention of reaching defined audiences in this section.</p> <p>2.Little mention of minimum and preferred qualifications in this section.</p> <p>3.I did not understand the “Clarity Data” service – what value does it bring?</p> <p>4.Missing conflict resolution and cooperation;, proficiency in languages other than English, skills in training City staff and community</p>	Moderate	13
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6	Requested Services Requirements (10.6)	20	<p>1.Experience and services included outreach, facilitation, event logistics, graphic design, executive summaries, producing studies/ reports, team breakdown, familiar with “community liaison” approach, which I know some departments are doing. - p.9-16</p> <p>2.Relevant Austin projects. - p.40</p> <p>3.Has worked on Texas projects for 27 and worked with City of Austin since 1997. - 1</p> <p>4.Great examples (many examples and through) that identify the project “issue” as well as the solution! - p. 44-45</p> <p>5.Demonstrated experience in Facilitation, designing meeting agendas and scope, meeting logistics (p. 2, 7-8)</p> <p>6.Demonstrated experience in Developing outreach strategies (p. 2)</p> <p>7.Outreach and engagement with LEP people, people with limited access to digital infrastructure, East Austin neighborhoods, and other identified groups (p. 26)</p> <p>8.Good engagement process. P21</p> <p>9.Demonstrated ability to meet Outreach and Engagement, Facilitation and Meeting Logistics, and Online/Virtual/Web Outreach and Engagement</p>	Major	<p>1.Community media outreach (not mentioned)</p> <p>2.Outreach for Dougherty: created flyers but did not conduct effective outreach. No/poor plan to distribute.</p> <p>3.Our parks our future: Prime had to complete work that sub (ADISA) was assigned and could not. Never received community engagement plan.</p> <p>4.Rosewood: Did not follow direction/restriction given by the City in one instance for virtual engagement.</p> <p>5.Didn’t capture people with limited access to digital infrastructure p. 27 but did capture it broadly in engagement definitions p. 23</p>	Moderate	13
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7	Organization (10.7)	20	<p>1.Team's background is thoroughly detailed, and experience includes relevant Austin and COA projects. - p.27, 29-37</p> <p>2.Good coverage of different areas (pp. 29-51</p> <p>3.Team members volunteer on boards, perform community service projects, and maintain positive relationships across a variety of interest areas and specialties.</p> <p>4.Team members volunteer on boards, perform community service projects, and maintain positive relationships across a variety of interest areas and specialties.</p> <p>5.Organizational reach through organizational membership and volunteerism p. 28</p> <p>6.Experimenting with Community Liaisons approach p. 28</p> <p>7.Resumes, bios, and relevant experience detailed for 5 employees p. 29 - 39</p> <p>8.Additional support staff outlined on p. 30 with specialized experience</p> <p>9.Overall, well-designed summaries and easily searchable info. Key for developing content for diverse audiences p. 1-54</p> <p>10.Diverse team and significant professional experience to meet the consulting goals and scope of work (pg28-</p>	Major	1.Significant turnover during projects (Dougherty and Parks)	Moderate	13
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STANDARD RFP EVAL TOOL							
No. RFQS 5000 BYS4010REBID				Offeror: Sensis, Inc. / Sensis Agency, Quijote Corporation			
Title: Public Engagement				Total Points Earned: 63			
	Criteria	Points (Avail.)	Strengths (pg.#)	Rating	Weaknesses (pg.#)	Rating	Points (Earned)
4	Experience (10.4)	40	1.Detailed summary of sample projects – including scope of work, their deliverables, # of people engaged. - p.10 2.Outreach, engagement, communication tactics are clear and robust. -p.12 3.Diversity of projects and stakeholders. - p.16 4.Marketing 5. multi-cultural audiences P4 6.hard-to-reach audiencesP4 7.Subs bring hyper local experience: Huston Tillotson (an HBCU), Community ResilienceTrust P4 8.reaches communities where they live, work, pray and play YES! P4 9.Sensis has been a leading multi-cultural communications agency for over 20 years, and we are presently the largest multi-cultural agency in the United States, and with an office in Austin, Texas P4 10.Partners with Huston-Tillotson University (HT), Community Resilience Trust (CRT), and Emprendedora. (p.3) 11.With HT’s partnership, Sensis gains local experience (100+ yrs in Austin). (p.3) 12.Clearly formatted and organized content demonstrating quality of reporting and strategy skills p.2	Moderate	1.Focused on one aspect of Community Engagement (marketing) 2.The outgoing communication side of engagement seems to be covered well, but the listening side seems lacking. 3.Some of the services they offer are in conflict to what I believe engagement is. However, some of their subs are very verse on engagement and outreach. (Advertising, marketing and Public Relations 4.CRT formed in Austin in March 2020. 5.Emprendedora is in San Antonio. (p.11) 6. Work samples/ weak descriptions (pg10-15) 7.All samples were vaccination related, no other examples of ways to engage outside of healthcare	Moderate	20

5	Qualification Requirements (10.5)	20	<p>1.Trained and educated in relevant skills and (civic engagement, journalism, dei). - p. 18.</p> <p>2.Uses tools to monitor and track perception of client, interest of stakeholders, and other metrics (“listening tools”) - p.18., experience tracking data and building dashboards. - p.19</p> <p>3.Experience in facilitating and responding to hard/sensitive issues, conflict resolution. – p.19</p> <p>4.Working with diverse stakeholders... “To do this, we invest continuous time and effort into relationship development, collaborative learning, and strategic assessment of potential gaps in our community footprint.” - p.22</p> <p>5.Implements a “Discovery phase” to reach diverse audiences (thorough breakdown). - p.23</p> <p>6.HTU training in civic engagement</p> <p>7.Data analysis by HT faculty.</p> <p>8.Conflict resolution at HT and CRT</p> <p>9.Austin-based team P6</p> <p>10.Sensis decades of experience developing compelling multilingual narratives that connect clients to diverse communities across the U.S., and for the</p>	Major	<p>1.No significant articulation of qualifications that align with preferred qualifications.</p> <p>2.Sensis is a full-service advertising agency</p> <p>3.Sensis We believe that effective marketing changes consumer behavior</p> <p>4.most effective marketing solution</p> <p>5.4.Sensis “We begin each engagement with a firm foundationof deep-dive research to understand our underrepresented audiences and produce resonant, in-language messaging that provokes both meaningful consideration and tangible change”</p> <p>6.Emprendedora is a marketing firm. Uses “consumers” as description of their primary audiences/participants</p> <p>7.I felt like a lot of boiler plate language that is not related to our RFQ: branding, loyalty, consumers, etc. 11-15</p> <p>8.Exeample #1 non-relevant: marketing, advertising, earned media 11-15</p> <p>9.Exemple 2: includes design, market research, branding, etc. It says they did “Community Activation” and “Community Teaching” but I am not sure they actually executed those strategies or they provided the guidance to do so? 11-15</p>	Moderate	13
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6	Requested Services Requirements (10.6)	20	<p>1.Experience utilizing media, social media, leveraging Influencers, paid and non-paid support. -p. 30</p> <p>2.Thorough examples of how group would reach target audiences. - p. 32</p> <p>3.“Additional relevant skills” section summarizes management tools they use, how they utilize performance measures, how they mitigate risk and communication expectations with City of Austin. -p. 35-36</p> <p>4.Good examples of community relationships they have built, including government, educational, demographic-based orgs. - p.36</p> <p>5.Demonstration in connecting to BIPOC populations on campus at HT.</p> <p>6.CRT demonstrated partnerships with organizations working with homeless individuals.</p> <p>7.P18 HT training and experience</p> <p>8.Human centered design</p> <p>9.P 20 CRT engages with a diverse membership of community actors by facilitating standing meetings and calls multiple times per week</p> <p>10.Sensis: in-house social media team that is staffed by a dedicated team of bilingual experts who have developed and supported numerous social media</p>	Major	<p>1.Not much demonstrated outreach and engagement. Primarily focused on social media for outreach.</p> <p>2.The value of this team comes from the experience and knowledge from CRT and HT. There is no identification of %s of work. Most of the requests will have to be delivered by both organizations mentioned.</p> <p>3.I am wondering where they got this? “the City of Austin has stated that research will not be required within the scope of this outreach and engagement project” P23</p> <p>4.“Using research tools such as Simmons MRI, Team Sensis can dive into the perception, sentiment, attitudes, behaviors, and lifestyle of the City of Austin’s audiences to understand how to best communicate and reach them in a way that is seamless and effective.” P24 this tells me the prime does not know our community.</p> <p>5.Zero mentioned of iap2 spectrum. So I am guessing no one is certified with it.</p> <p>6.P25 chart shows most of the value of the team comes from HT and CRT.</p> <p>7.Sometime the language comes across like they will use this process to learn how to better engaged certain communities P34</p> <p>8.Most examples to meet minimum</p>	Moderate	13
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7	Organization (10.7)	20	<p>1.Bilingual staff. - p. 21</p> <p>2.Group is a member of several organizations and a part of or has relationships with several different community groups . -p. 5</p> <p>3.Staff has experience in managing communication and marketing accounts, developing materials, branding, art, written communication. P.-37</p> <p>4.Group is comprised of 3 entities with diverse and accomplished backgrounds. - p. 5,7</p> <p>5.Many names and entities listed.</p> <p>6.Connections/memberships identified.</p> <p>7.Both HT and CRT have working relationships with a variety of City departments.</p> <p>8.Good list of possible partners to work in the community P43</p> <p>9.Excellent communications experience on the prime on the bios.</p> <p>10.The partnerships with HT and CRT.</p> <p>11.Clearly formatted and organized content demonstrating quality of reporting and strategy skills p.2</p> <p>12.Demonstrated membership and community reach through local media and diverse organizations p. 43</p> <p>13.Org chart plus detailed employee</p>	Major	<p>1.A lot of names listed but not a discussion about roles and responsibilities</p> <p>2.the prime needs to build relationships. I am not sure they are experienced working with the COA.</p> <p>3.I am confused about why would they list their subs as potential partners with good relationships? P43</p> <p>4.p44, my concern with this chart is that the prime has a large team with titles that are not as needed. HT and CRT bring knowledge and experience, but it is a very small slide compared to the prime. So it looking at the chart, I am not sure the allocation of resources matched what we are seeking. Certainly, HT and CRT bring a lot to the table and even Emprederora for canvasing.</p> <p>5.No bios for the subs?</p> <p>6.Having a marketing outlook instead of community engagement perspective</p> <p>7.Local experience is limited to only what HT and CRT bring to the table.</p> <p>8.Limited experience with surveying</p> <p>9.Staff show no real training or background in other areas directly related to community outreach and engagement. (pg42-52)</p>	Minor	17
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