

RFP 11956 - VSC FOR FINANCIAL ADVISORY SERVICES
 FINAL CUMULATIVE SCORING MATRIX - NOVEMBER 27, 2012

AWARD CRITERIA-POINTS	BAIRD	SPRINGSTED	PFM
COMPLIANCE - PROPOSAL SUBMITTAL REQ.	PASS	PASS	PASS
EXPERIENCE & CAPABILITIES OF THE FIRM - MAX 10 PTS.	48	38	49
EXPERIENCE & AVAILABILITY OF ADVISORY TEAM - MAX 15 PTS	70	53	70
OFFICIAL STATEMENT PRODUCTION - MAX 10 PTS	49	49	50
REAL-TIME PRICING, POST-SALE TRADING REVIEW CAPABILITIES - MAX 20 PTS	73	58	84
MARKETING OF CITY DEBT & IDEAS - MAX 10 PTS	45	29	46
FEES - (MAX 25 PTS)	70	65	125
LBE (BUSINESS ENTERPRISE) - BONUS 5 PTS	0	0	0
TOTAL POINTS	396	326	469

PROPOSER KEY:

BAIRD = ROBERT W. BAIRD & CO.

SPRINGSTED = SPRINGSTED

PFM = PUBLIC FINANCIAL MANAGEMENT, INC.

MR BEAL = M R BEAL & COMPANY

MR BEAL
PASS
49
72
50
89
38
45
0
385