



RFP 18704 - Vendor Service Contract for Communications and Design Services for Milwaukee's 2023 Climate and Equity Plan

Purchasing Agent: Marina Litvinets
 Telephone No.: (414) 286-2392
 Email: mlitvi@milwaukee.gov

Scoring Summary

Compliant Proposals

	Total	Compliance with Response Requirements	Demonstrated understanding of the Scope of Work	Experience, qualifications, and capacity to perform work described in the Scope of Work	Communications and marketing capabilities, including ability to communicate complex material to the general public using compelling copy, infographics, photography, and quotes from community members. This will include a review of submitted example materials.	Climate and environmental data analysis and planning approach and capabilities, especially for policy making audience.	Knowledge and experience creating communications relevant to Milwaukee's diverse population	Proposer's Cost Proposal	A - BONUS POINTS	A-1 - Small Business Enterprise (SBE)	A-2 - Socially Responsible Contractor
Supplier	/ 115 pts	Pass/Fail	/ 10 pts	/ 20 pts	/ 20 pts	/ 20 pts	/ 10 pts	/ 25 pts	/ 10 pts	/ 5 pts	/ 5 pts
GRAEF	98.13	Pass	8.8	16	13.8	18.8	7	23.73	10	5	5
Background Stories Co.	69	Pass	5	9.4	17.6	5.6	6.4	25	0	0	0