

MEDIA MONITORING SERVICES

CONSULTANT EVALUATION/SELECTION PROCESS

The Harbor Department's Media Relations Division utilizes media clipping services to track media coverage and evaluate the effectiveness of Port's messaging. To assist in this effort the Division monitor's Port and industry news coverage and evaluates the impact of our messaging. The Division released a Request for Proposal which was posted to the City's Business Assistance Virtual Network (BVAN) and provided to respondents to previous Request for Proposals. The responses were evaluated by staff from the Mayor's Office and Harbor Department Staff.

Selection Team:

The selection consisted of the following individuals:

Phillip Sanfield	Director of Media Relations	Harbor Department
Barbara Brunt	Media Relations Admin. Support	Harbor Department
Amanda Parsons	Deputy Press Secretary	Office of the Mayor

Respondents:

Firm who responded to the RFP:

Firm	Location	Status
1. Cision US Inc.	Los Angeles	OBE
2. Dime Industries	Los Angeles	VSBE/MBE

Firm Selected:

Cision US Inc.
6725 Sunset Blvd Suite #450
Los Angeles, CA 90028

No Sub-consultants

Total Value of the Contract:

\$131,100

Additional Information:

The second firm responding was a new firm whose goal is to provide a one-stop solution to marking, advertising, branding, design, distribution, web/software solutions and public relations. They did not have a ready product to meet our needs but felt that based on their talents could create a product that would meet our needs.

MEDIA MONITORING SERVICE

SCORING

Question #1 - Products and Services, 36 - point max					
	RATER	A	B	C	Total
Cision		30	24	30	84
Dime Industries		18	30	24	72

Question #2 - Ability to Provided Services, 36 - Points Max					
	RATER	A	B	C	Total
Cision		36	24	30	90
Dime Industries		18	24	18	60

Question #3 - Cost, 24 - Points max					
	RATER	A	B	C	Total
Cision		12	20	16	48
Dime Industries		4	4	8	16

Question #4 - Current Clients, 12 points Max					
	RATER	A	B	C	Total
Cision		4	10	4	18
Dime Industries		2	2	4	8

Question #5 - Quality of Proposal, 12 points Max					
	RATER	A	B	C	Total
Cision		4	10	4	18
Dime Industries		2	4	2	8

TOTAL SCORE BY RATER

	RATER					
	A	RANK	B	RANK	C	RANK
Cision	86	1	88	1	72	1
Dime Industries	44	2	40	2	38	2

FINAL RANKING

Cision	258	1
Dime Industries	164	2