

**CALIFORNIA ENERGY COMMISSION**1516 NINTH STREET  
SACRAMENTO, CA 95814-5512

**NOTICE OF PROPOSED AWARD**  
**Alternative and Renewable Fuel and Vehicle Technology and Marketing Campaign**  
**RFP # 600-11-601**

Proposed Contractor: tmdgroup, inc.  
 1750 Howe Avenue  
 Suite 110  
 Sacramento, CA 95825

Contract Amount: **\$2,210,000.00**

<b><u>BIDDER</u></b>	<b><u>FINAL SCORE</u></b>
#1 - Cook + Schmid	62.35
#2 - MWW Group	67.80
#3 - inScope Group	61.46
#4 - Runyon Saltzman & Eihorn, Inc	80.60
#5 - Crocker & Crocker	84.80
#6 - MIG, Inc.	82.35
#7 - Edelman	84.90
#8 - RHDG – RIEZEBOS HOLZBAUR	*0.00
#9 - RevCom Productions/Flipside Rides	*0.00
#10 - tmdgroup, Inc.	90.98
#11 - OneWorld Communications	80.98

\*Did not meet the administrative screening requirements.

Questions should be directed to: Coco Worthy, Contracts Officer  
 California Energy Commission  
 1516 Ninth Street, MS-18  
 Sacramento, CA 95814  
[coco.worthy@energy.ca.gov](mailto:coco.worthy@energy.ca.gov)

Dated: May 11, 2012  
 Expires: May 18, 2012

**RFP 600-11-601**  
**ARFVTP Outreach and Marketing Campaign**  
**Summary of Scores**

Prop #	Company	Criteria	Scorer 1	Scorer 2	Scorer 3	Scorer 4	Possible Points	Averaged Points Awarded
1	<b>Cook &amp; Schmid</b>	General Approach to the SOW	50%	70%	70%	50%	12	7.20
		Outreach and Marketing Research Plan & Analysis	50%	70%	70%	50%	10	6.00
		Outreach and Marketing Plan and Timeline	50%	70%	70%	50%	10	6.00
		Outreach and Marketing Tracking and Analysis	50%	70%	70%	50%	10	6.00
		Team Experience	50%	80%	50%	70%	7	4.38
		Client References	70%	100%	70%	90%	8	6.60
		Prior Campaign Examples	50%	90%	70%	90%	8	6.00
		Average Loaded Hourly Rate	56%	56%	56%	56%	30	16.80
		Cost Justification	50%	50%	100%	70%	5	3.38
		Total:						100
2	<b>MWW Group</b>	General Approach to the SOW	50%	70%	50%	70%	12	7.20
		Outreach and Marketing Research Plan & Analysis	70%	80%	70%	90%	10	7.75
		Outreach and Marketing Plan and Timeline	70%	70%	50%	70%	10	6.50
		Outreach and Marketing Tracking and Analysis	50%	70%	50%	70%	10	6.00
		Team Experience	70%	70%	50%	70%	7	4.55
		Client References	50%	80%	50%	80%	8	5.20
		Prior Campaign Examples	50%	80%	50%	70%	8	5.00
		Average Loaded Hourly Rate	77%	77%	77%	77%	30	23.10
		Cost Justification	50%	50%	50%	50%	5	2.50
		Total:						100
3	<b>inScope</b>	General Approach to the SOW	50%	70%	50%	50%	12	6.60
		Outreach and Marketing Research Plan & Analysis	50%	50%	25%	50%	10	4.38
		Outreach and Marketing Plan and Timeline	25%	50%	25%	50%	10	3.75
		Outreach and Marketing Tracking and Analysis	25%	50%	25%	25%	10	3.13
		Team Experience	70%	70%	50%	70%	7	4.55
		Client References	50%	50%	50%	50%	8	4.00
		Prior Campaign Examples	50%	50%	25%	50%	8	3.50
		Average Loaded Hourly Rate	100%	100%	100%	100%	30	30.00
		Cost Justification	25%	50%	25%	25%	5	1.56
		Total:						100
4	<b>Runyon Saltzman &amp; Einhorn (RS&amp;E)</b>	General Approach to the SOW	80%	80%	90%	90%	12	10.20
		Outreach and Marketing Research Plan & Analysis	70%	70%	80%	90%	10	7.75
		Outreach and Marketing Plan and Timeline	80%	70%	90%	90%	10	8.25
		Outreach and Marketing Tracking and Analysis	70%	70%	70%	50%	10	6.50
		Team Experience	50%	80%	70%	80%	7	4.90
		Client References	80%	90%	80%	90%	8	6.80
		Prior Campaign Examples	80%	80%	80%	90%	8	6.60
		Average Loaded Hourly Rate	66%	66%	66%	66%	30	19.80
		Cost Justification	70%	70%	100%	100%	5	4.25
		Total:						100
5	<b>Crocker &amp; Crocker</b>	General Approach to the SOW	70%	80%	80%	70%	12	9.00
		Outreach and Marketing Research Plan & Analysis	70%	80%	80%	80%	10	7.75
		Outreach and Marketing Plan and Timeline	70%	90%	90%	90%	10	8.50
		Outreach and Marketing Tracking and Analysis	70%	80%	80%	70%	10	7.50
		Team Experience	70%	80%	80%	90%	7	5.60
		Client References	70%	90%	90%	90%	8	6.80
		Prior Campaign Examples	70%	100%	80%	100%	8	7.00
		Average Loaded Hourly Rate	93%	93%	93%	93%	30	27.90
		Cost Justification	70%	80%	80%	70%	5	3.75
		Total:						100

**RFP 600-11-601**  
**ARFVTP Outreach and Marketing Campaign**  
**Summary of Scores**

Prop #	Company	Criteria	Scorer 1	Scorer 2	Scorer 3	Scorer 4	Possible Points	Averaged Points Awarded
6	<b>MIG</b>	General Approach to the SOW	80%	90%	90%	80%	12	10.20
		Outreach and Marketing Research Plan & Analysis	80%	90%	90%	100%	10	9.00
		Outreach and Marketing Plan and Timeline	80%	90%	80%	90%	10	8.50
		Outreach and Marketing Tracking and Analysis	70%	80%	80%	70%	10	7.50
		Team Experience	80%	90%	90%	80%	7	5.95
		Client References	80%	100%	90%	100%	8	7.40
		Prior Campaign Examples	70%	100%	90%	80%	8	6.80
		Average Loaded Hourly Rate	75%	75%	75%	75%	30	22.50
		Cost Justification	70%	50%	80%	80%	5	3.50
		Total:					100	81.35
7	<b>Edelman</b>	General Approach to the SOW	70%	80%	80%	80%	12	9.30
		Outreach and Marketing Research Plan & Analysis	50%	80%	70%	90%	10	7.25
		Outreach and Marketing Plan and Timeline	70%	80%	80%	80%	10	7.75
		Outreach and Marketing Tracking and Analysis	70%	70%	80%	70%	10	7.25
		Team Experience	80%	80%	80%	90%	7	5.78
		Client References	70%	100%	80%	100%	8	7.00
		Prior Campaign Examples	70%	100%	80%	90%	8	6.80
		Average Loaded Hourly Rate	77%	77%	77%	77%	30	23.10
		Cost Justification	50%	90%	100%	90%	5	4.13
		Total:					100	78.35
10	<b>TMD Group</b>	General Approach to the SOW	90%	100%	90%	90%	12	11.10
		Outreach and Marketing Research Plan & Analysis	90%	100%	100%	100%	10	9.75
		Outreach and Marketing Plan and Timeline	90%	100%	100%	80%	10	9.25
		Outreach and Marketing Tracking and Analysis	90%	90%	100%	70%	10	8.75
		Team Experience	80%	100%	90%	90%	7	6.30
		Client References	80%	100%	80%	90%	8	7.00
		Prior Campaign Examples	90%	100%	90%	80%	8	7.20
		Average Loaded Hourly Rate	90%	90%	90%	90%	30	27.00
		Cost Justification	90%	100%	100%	80%	5	4.63
		Total:					100	90.98
11	<b>OneWorld Communications</b>	General Approach to the SOW	90%	80%	80%	90%	12	10.20
		Outreach and Marketing Research Plan & Analysis	90%	80%	70%	90%	10	8.25
		Outreach and Marketing Plan and Timeline	80%	80%	70%	80%	10	7.75
		Outreach and Marketing Tracking and Analysis	70%	80%	70%	80%	10	7.50
		Team Experience	70%	80%	80%	90%	7	5.60
		Client References	70%	70%	70%	100%	8	6.20
		Prior Campaign Examples	70%	70%	80%	90%	8	6.20
		Average Loaded Hourly Rate	78%	78%	78%	78%	30	23.40
		Cost Justification	70%	80%	80%	80%	5	3.88
		Total:					100	78.98

## Preference Points Calculation High Score

Total Possible Points Highest Technical Score

	100
	90.98

#	Total Average Score	** SB Pref %	SB Pref Points	Non-SB Pref %	Non-SB Pref Points	DVBE Incentive %	DVBE Incentive Points	TACPA/ EZA/ LAMBRA Pref %	TACPA/ EZA/ LAMBRA Pref Points	Final Score
Proposal 1 *	62.35		0	0%	0		0	0%	0	62.35
Proposal 2 *	67.8		0	0%	0		0	0%	0	67.80
Proposal 3 *	61.46		0	0%	0		0	0%	0	61.46
Proposal 4	75.05		0	5%	4.549	1%	1	0%	0	80.60
Proposal 5	83.8		0	0%	0	1%	1	0%	0	84.80
Proposal 6	81.35		0	0%	0	1%	1	0%	0	82.35
Proposal 7	78.35		0	5%	4.549	2%	2	0%	0	84.90
Proposal 10	90.98		0	0%	0	0%	0	0%	0	90.98
Proposal 11	78.98		0	0%	0	2%	2	0%	0	80.98

\* Proposal did not achieve the minimum passing score or 70 points, therefore, preferences were not applied.

\*\* The highest scoring proposal is a Certified Small Business, therefore, Small Business preference was not applied.