



DANIEL P. McCOY
COUNTY EXECUTIVE

COUNTY OF ALBANY
DEPARTMENT OF GENERAL SERVICES
PURCHASING DIVISION
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DAVID M. LATINA
COMMISSIONER OF GENERAL SERVICES

KAREN A. STORM
PURCHASING AGENT

MEMORANDUM

TO: Thomas Coffey
Administrator

FROM: Karen Storm *K. Storm*
Purchasing Agent

DATE: August 13, 2021

RE: RFP #2021-108

I am in receipt of your recommendation to award the aforementioned Request for Proposals to Brawn Media Inc. in the amount of \$200,300.

I have reviewed your scoring sheets and believe that you have performed a thorough evaluation of the proposal(s) submitted. I have no objection to the selection of Brawn Media Inc. for an award.

Please obtain the necessary contract approval of the County Legislature, so that we may issue a Notice of Award to the successful proposer.

**Shaker Place Rehabilitation and Nursing Center
RFP #2021-108
Integrated Communications Plan**

Shaker Place Rehabilitation and Nursing Center received a total of two (2) proposals in response to the RFP for a Consultant to Provide an Integrated Communications Plan. The proposals were reviewed by ACNH staff members, Thomas Coffey, Administrator, Amie Bennett, Director of Social Work and Laura Vartanian, RN, Administration. The criterion that was established in the RFP to evaluate the proposals was utilized by each individual to rank each firm's ability to effectively and efficiently meet the Scope of Services.

Comments:

1. Brawn Media Inc. - Total Average Rating Score: 5

Brawn Media Inc. has a history of providing an integrated communications plan to a number of businesses, including health care facilities in Albany. Brawn Media's proposal demonstrated both the capability and professional qualifications necessary to fulfill all aspects of the scope of services. Brawn Media is the facility's current consultant and has demonstrated the ability to meet our expectations.

2. Relentless Awareness LLC – Total Average Rating Score: 4.72

Relentless Awareness has a history of providing an integrated communications plan to a variety of local businesses/agencies. Relentless Awareness's response demonstrated both the capability and professional qualifications necessary to fulfill all aspects of the Scope of Services.

Recommendation:

Both firms documented in their respective proposals the capabilities and qualifications necessary to fulfill the Scope of Services. Both firms have the references that would suggest that they would meet our expectations having prior experience, demonstrated capabilities and professional qualifications. Additionally, both firms submitted highly competitive cost proposals. Brawn Media's cost proposal was the lower of the two respondents. We have included a copy of the rating sheets completed by each reviewer for your information.

The facility recommends that the contract be awarded to Brawn Media Inc.

RFP #2021-108 Consultant to Provide Integrated Communications Plan

Proposal Rating Worksheet

Proposer: Brawn Media Inc

	Weight	Tom		Amie		Laura			
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Quality and comprehensiveness of all aspects of the consulting	30%	5	1.5	5	1.5	5	1.5		0
Demonstrated history of providing services as stated in the scope	25%	5	1.25	5	1.25	5	1.25		0
Proposed cost	25%	5	1.25	5	1.25	5	1.25		0
Prior experience	10%	5	0.5	5	0.5	5	0.5		0
Client references	10%	5	0.5	5	0.5	5	0.5		0
TOTALS:			5		5		5		0

NOTES:

RFP #2021-108 Consultant to Provide Integrated Communications Plan

Proposal Rating Worksheet

Proposer: Relentless Awareness LLC

Weight	Tom		Amie		Laura			
	Rate	Score	Rate	Score	Rate	Score	Rate	Score
30% Quality and comprehensiveness of all aspects of the consulting	5	1.5	5	1.5	5	1.5		0
25% Demonstrated history of providing services as stated in the scope	5	1.25	5	1.25	5	1.25		0
25% Proposed cost	4	1	4	1	4	1		0
10% Prior experience	5	0.5	5	0.5	5	0.5		0
10% Client references	5	0.5	5	0.5	4	0.4		0
TOTALS:		4.75		4.75		4.65		0

NOTES: _____