



INTEROFFICE MEMORANDUM

TO: Felicia Strong-Whitaker, Director
Department of Purchasing & Contract Compliance

FROM: Evaluation Committee Recommendation Letter

DATE: 10/17/2023

PROJECT: 23RFP139170A-CJC, Communication and Engagement Services

In accordance with the Purchasing Code, a duly appointed Evaluation Committee has reviewed the proposals submitted in response to the above-reference project on behalf of the Fulton County State Court.

One (3) qualified firm submitted proposals for evaluation and consideration for award of this project:

1. AVA Top Right, LLC
2. Pivot Path, LLC
3. Trevelino Keller Communications

After review, evaluation and consideration of all available information related to the requirements and evaluation criteria of the RFP, the Evaluation Committee has determined that the proposal submitted by AVA Top Right, LLC. with a total score of 81.09%, is the recommended vendor for the award of 23RFP139170A-CJC, Communication Engagement Services.

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The Evaluation Committee members attest that each member scored each proposal independently in accordance with the evaluation criteria set forth in the Request for Proposal and that their individual score is a part of the final scores in the attached Evaluation Matrix.

SELECTION COMMITTEE MEMBERS:

DocuSigned by:

Jessica Corbitt

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Jessica Corbitt, Director

External Affairs

DocuSigned by:

Mike Rowicki

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Mike Rowicki, Assistant to the Chief Strategy Officer

Office of the County Manager

DocuSigned by:

Regina Waller

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Regina Waller, Communication Division Manager

External Affairs

EVALUATION CRITERIA	WEIGHT	AVA Top Right, LLC	Pivot Path, LLC	Trevelino Keller Communications
Project Plan/Approach to Work	23.00%	21.08%	19.17%	15.33%
Qualifications of Key Personnel	20.00%	16.67%	16.67%	15.00%
Relevant Project Experience/Past Performance	25.00%	20.83%	16.67%	18.75%
Availability of Key Personnel	15.00%	10.00%	11.25%	8.75%
Local Preference	5%	5.0%	0.0%	5.0%
Service-Disabled Veterans Preference	2%	0.0%	0.0%	0.0%
Cost Proposal	10%	7.50%	10.0%	7.65%
TOTAL SCORE:	100%	81.09%	73.75%	70.48%

**To sum Total Score columns, highlight the row and press F9*

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