



26-009RFP - Pre-Bond Planning and Communication Services Scoring Summary

Active Submissions

	Total	Required Forms	A - Pricing / Fee Structure	A-1 - Evaluation of proposed pricing and fee structure, including completeness, transparency, competitiveness, and overall reasonableness of costs for the proposed services.	B - Firm Qualifications and Relevant Experience	B-1 - Demonstrated experience providing pre-bond planning and bond communications services for K-12 school districts, including experience with Texas school bond programs, community engagement, public-facing communications, and comparable references.	C - Pre-Bond Planning and Strategic Support	C-1 - Quality of the proposer's approach to pre-bond planning, including strategic consultation to the Board, Administration, staff, and committees; facilitation of meetings; coordination with financial/bond advisors; development of planning narratives and Program of Requirements (POR) materials; and site-related public messaging.
Supplier	/ 100 pts	Pass/Fail	/ 30 pts	/ 30 pts	/ 18 pts	/ 18 pts	/ 18 pts	/ 18 pts
edVANTAGE Strategy Group	85	Pass	26.75	26.75	14.75	14.75	15.25	15.25
Pfluger Architects, Inc.	83.75	Pass	25.5	25.5	16	16	16.75	16.75
Caelen Communications	81	Fail	24	24	17	17	16.25	16.25
Rifeline	79.75	Fail	27	27	13	13	16	16
WRA Architects, Inc.	77.5	Pass	22.25	22.25	17	17	15.25	15.25
Buie & Co.	76.5	Fail	21.5	21.5	14.5	14.5	16	16
New West Communications	72	Pass	25.25	25.25	14.5	14.5	13	13
The Forma Group, LLC	71.5	Pass	23.75	23.75	12.5	12.5	13.5	13.5



D - Communications and Community Engagement Approach	D-1 - Effectiveness of the proposed communications strategy, including community engagement efforts (PTO, campus, and community meetings), bond update reporting, Board support, and quality of proposed communication materials such as graphics, charts, FAQs, and website content.	E - Project Team and Capacity	E-1 - Qualifications, experience, availability, and stability of the proposed project team assigned to the engagement.	F - Project Management, Reporting, and Controls	F-1 - Approach to document control, collaboration, version management, communication frameworks, reporting formats, messaging protocols, responsiveness, and ability to meet District schedules and needs.	G - HUB / SWMVBE Compliance	G-1 - Impact on the District's ability to comply with laws and policies related to Historically Underutilized Businesses (HUB) / Small, Women- and Minority-Owned Business Enterprise participation, based on required certification forms.	H - Other Relevant Factors	H-1 - Any additional factors identified in the proposal that provide added value to the District, including innovative approaches, enhanced bilingual communications, or services beyond the minimum RFP requirements.
/ 14 pts	/ 14 pts	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts	/ 5 pts
12.25	12.25	4.5	4.5	4.25	4.25	3.75	3.75	3.5	3.5
13.25	13.25	4.25	4.25	4.5	4.5	0	0	3.5	3.5
12.25	12.25	4.25	4.25	4	4	0	0	3.25	3.25
12.75	12.75	4.25	4.25	4	4	0	0	2.75	2.75
12.5	12.5	3.75	3.75	3	3	1.25	1.25	2.5	2.5
12.25	12.25	4.5	4.5	4.5	4.5	0	0	3.25	3.25
9.5	9.5	4	4	3.25	3.25	0	0	2.5	2.5
11.75	11.75	3.25	3.25	3.75	3.75	0	0	3	3