

ALBANY PUBLIC OPINION SURVEY

Consultant Scoring

Ranking from lowest to highest: 1 to 5,

FIRMS THAT SUBMITTED PROPOSALS	Project Understanding	Team members experience	Overall Project Plan	Relevant Projects	Budget	Estimated Completion Time	Total Score (out of 20 points maximum)	Comments
Fairbank, Maslin, Maullin, Metz & Associates (FM3)	5	5	4	5	N=300: 10 min - \$14,750, 15 min - \$16,250, 20 min- \$19,000. N=400: 10 min - \$16,500, 15 min - \$18,500, 20 min- \$21,750.	4 weeks	19	Local firm, experience with Albany Unified School District and Stopwaste.Org.
Godbe Research	5	5	5	5	N=300: 15 min - \$17,105, 18 min- \$18,560. N=400: 15 min- \$20,070, 18 min- \$21,925.	6-8 weeks	20	Experience with City of El Cerrito's recent sales tax ballot measure and several other local cities. Highlighted longstanding relationship with call center utilized for survey.
Rose Institute of Sate and Local Government Claremont McKenna College	4	4	4	4	\$20,000	2 months	16	Non-profit college based research institute.
Tramutola Advisors	5	5	5	4	\$21,000	8 weeks	19	Coordinated effort between Tramutola and True North. Experience with several cities. Highlighted longstanding relationship with call center utilized for survey. Some components of approach/analysis are unique and per proposal are trade secret protected per Government Code Section 6254.7.
William Berry Campaigns	5	4	4	4	\$17,500	5-6 weeks	16	Sacramento-based firm. Experience with a number of school districts.

- Project Understanding: Please refer to the Scope of Work of the RFP
- Team members experience: Overall measure of the experience of key personnel assigned to the project
- Overall Project Plan: Clarity of project outline, milestones and deliverables
- Relevant Projects: Relevant experience on projects in cities of similar size and characteristics as Albany
- Budget: Budget required for project
- Estimated Completion Time: Time necessary to complete project