

**2021 Educational Videos Proposals**  
**Recommendation for Proposal Selection**

**Date:** April 22, 2021

**To:** The Energy Efficiency and Resource Management Council (EERMC)

**From:** Consultant Services Review Committee – Joe Garlick, Peter Gill Case, and Roberta Fagan

**Subject:** EERMC-2021-01 – Educational Videos

---

The Review Committee, comprised of Joe Garlick, Peter Gill Case, and Roberta Fagan, members of the Energy Efficiency and Resources Management Council (EERMC), reviewed the four (4) proposals received by the Energy Efficiency and Resource Management Council (EERMC) on March 1, 2021 for the subject EERMC-2021-01 – Educational Videos. The valuation was based on the following criteria: 1. Overview and Work Plan (35 points), 2. Qualifications and Experience (25 Points), 3. Project Management and Organization (10 points), 5. ISBE proposal (6 points), and 6. Cost proposal (30 points).

The proposal from RDW Group did not receive an average technical score greater than the required 60 out of 70 technical points. Therefore, the cost and ISBE proposals for RDW Group were not opened, and the RDW Group proposal was deemed not technically qualified.

***Based on the review of the proposals submitted, the Review Committee believes that the Duffy & Shanley proposal offers all the components that this requisition specifies with a reasonable price and ISBE proposal for the Council.***

***The Review Committee proposes that the contract with Duffy & Shanley be limited to one (1) year from the contract start date with the option to have no-cost contract extensions for up to four (4) additional months depending on vendor performance (maximum sixteen (16) month contract length). The contract should be limited to the hourly rates included in the proposal. The Review Committee also encourages the Council to accept the workplan as submitted by Duffy & Shanley on 3/1/2021 as the basis of the contract.***

Lastly, the Review Committee wishes to note that the recommended firm’s cost proposal was nearly 40% less expensive than the other two that were scored.

<b>Offeror</b>	<b>Total Points</b>
Duffy & Shanley	96.51
Deft Film	91.72
KSA Marketing	84.92
RDW Group	Not Technically Qualified

Thank you,

Joe Garlick, Peter Gill Case, and Roberta Fagan

Proposal Scores

<b>VENDOR</b>	<b>Total Points: Reviewer 1</b>	<b>Total Points: Reviewer 2</b>	<b>Total Points: Reviewer 3</b>	<b>TOT. AVE.</b>
<b>Duffy &amp; Shanley</b>	94.18	95.18	100.18	<b>96.51</b>
<b>Deft Film</b>	92.05	89.05	94.05	<b>91.72</b>
<b>KSA Marketing</b>	87.92	85.92	80.92	<b>84.92</b>
<b>RDW Group</b>	62.00	60.00	55.00	<b>Not Technically Qualified</b>

Notes/Comments:

1. *Duffy & Shanley:*
  - Sparse workplan, good previous work
2. *Deft Film:*
  - Great previous work, very detailed workplan, creative product - was very good
3. *KSA Marketing:*
  - Great previous work, very detailed workplan
4. *RDW Group:*
  - Sparse workplan, good previous work

<b>Reviewer 1 Technical &amp; Interview Scores</b>				
<b>VENDOR</b>	<b>Overview &amp; Work Plan – 35 Points</b>	<b>Quals &amp; Experience - 25 points</b>	<b>Project Mngmt &amp; Organization – 10 Points</b>	<b>Total Technical Points - 70 Points</b>
<b>Duffy &amp; Shanley</b>	32.00	25.00	7.00	<b>64.00</b>
<b>Deft Film</b>	34.00	25.00	9.00	<b>68.00</b>
<b>KSA Marketing</b>	33.00	25.00	8.00	<b>66.00</b>
<b>RDW Group</b>	30.00	25.00	7.00	<b>62.00</b>

<b>Reviewer 2 Technical &amp; Interview Scores</b>				
<b>VENDOR</b>	<b>Overview &amp; Work Plan – 35 Points</b>	<b>Quals &amp; Experience - 25 points</b>	<b>Project Mngmt &amp; Organization – 10 Points</b>	<b>Total Technical Points - 70 Points</b>
<b>Duffy &amp; Shanley</b>	30.00	25.00	10.00	<b>65.00</b>
<b>Deft Film</b>	33.00	23.00	9.00	<b>65.00</b>
<b>KSA Marketing</b>	32.00	24.00	8.00	<b>64.00</b>
<b>RDW Group</b>	27.00	25.00	8.00	<b>60.00</b>

<b>Reviewer 3 Technical &amp; Interview Scores</b>				
<b>VENDOR</b>	<b>Overview &amp; Work Plan – 35 Points</b>	<b>Quals &amp; Experience - 25 points</b>	<b>Project Mngmt &amp; Organization – 10 Points</b>	<b>Total Technical Points - 70 Points</b>
<b>Duffy &amp; Shanley</b>	35.00	25.00	10.00	<b>70.00</b>
<b>Deft Film</b>	35.00	25.00	10.00	<b>70.00</b>
<b>KSA Marketing</b>	30.00	24.00	5.00	<b>59.00</b>
<b>RDW Group</b>	25.00	25.00	5.00	<b>55.00</b>

<b>VENDOR</b>	Average Total Technical Points - 70 Points – <i>(60 minimum for qualification)</i>	ISBE Points –6 Points -	Cost Points –30 Points -	<b>Average Total – 106 Points -</b>
<b>Duffy &amp; Shanley</b>	66.33	0.18	30.00	<b>96.51</b>
<b>Deft Film</b>	67.67	6.00	18.05	<b>91.72</b>
<b>KSA Marketing</b>	63.00	5.17	16.75	<b>84.92</b>
<b>RDW Group</b>	59.00	Not Opened	Not Opened	<b>Not Technically Qualified</b>