The following vendor is being revi	The respondent has demonstratec	Pts	The respondent has demonstratec	Pts2	The respondent's total cost propo:	Pts3	Evaluator questions, comments, concerns regarding the reviewed proposal.	Reference	Interview	Total Pts
Hilltop Securities / CRL	Strongly agree	15	Strongly agree		Strongly agree		Impressed with the level of detail and forward planning that Hilltop and CRL put forward. They bring strong experience, past success/proven ability, capable staff and a very strong plan that would meet our needs.			
Hilltop Securities / CRL	Strongly agree	15	Strongly agree	15	Strongly agree	15	Hilltop/CRL: This proposal was concise, informative, and demonstrative of the team's combined ability to assist with navigating the ballot issue challenges and supporting the work with our Thrives alliance. The campaigns that the Hilltop team has worked on have been wildly successful, even on difficult ballot years. Hilltop/CRL's specific experience with tax related measures as well as high-profile campaigns along with their concise summary of Jeffco's needs lend to my faith in their ability to do the work. Regarding cost, the survey estimate is similar to the cost others have estimated, and their holistic estimate of services is helpful.			
Hilltop Securities / CRL	Agree	10	Agree	10	Neutral		none			
Hilltop Securities / CRL	Strongly agree	15	Strongly agree	15	Agree	10				
Hilltop Securities / CRL	Strongly agree	15	Strongly agree	15	Strongly agree	15	Firm has strong relevant experience and exemplar track record. They could be a great partner to the district. Question to ask - making decision for go or no go will be critical as we will not want to be on a path that is not viable. How will they help us make that decision?			
Total		70		55		40				
Average		14		13.8		13.3		15	15	**71.1**
Keystone	Disagree	0	Disagree	0	Agree	10	I am concerned that there are no political experts on the team other than elected officials. I see political experience which is different than campaign experience, which I do not see. I also see that they are proposing potentially more around our engagement of the Alliance, which is a project already in progress. I don't believe this proposal is aligned with the scope of work we asked for. I would ask Keystone based on the RFP we published, which parts of the scope of work are they prepared to address? While I highly regarding Trace Faust and their work to support ROFTS Phase I, there are other staff listed for the project that did not provide productive support during that work and I have concerns about what would could realistically expect from them on this project.			
Keystone	Neutral	5	Neutral	5	Neutral	5	Keystone did not respond to the scope of work we outlined in the RFP. I am wondering if they were confused between the RFP request and Lisa/myself reaching out asking for them to estimate facilitation help for the Alliance? I am unsure. Knowing their capabilities, I think they would be able to meet what we need, but I am not sure, based on this response.			
Keystone	Neutral	5	Agree	10	Agree	10	Keystone: Though the team is well versed in community engagement, and are specifically familiar with the Jeffco landscape, I found the proposal to be lacking on details regarding their ability to support the ballot initiative. While their expertise with community meetings and strategic meeting design and support is thoroughly discussed, there is little to know recognition of the fact that this will inherently deal with voters, and the proposal neglects to explain how they will advise on the landscape of the 2024 and 2025 ballot. While their support of the Thrives Alliance meetings would be a value add, I would like to see more information regarding their proposed campaign strategies. In addition, because the cost estimate provided is simply an hourly rate, I would like to discuss the timeline and anticipated number of hours the work will take.			
Keystone	Agree	10	Neutral	5	Disagree	0	Concerns: Hourly Cost			
Keystone	Strongly agree	15	Strongly agree	15	Agree	10				
Total		35		35		35				
Average		7		7.0		7.0		10	10	**41.0**
PacWest Strategies	Neutral	5	Disagree	0	Agree	10	Polling was not included in the scope of work in the RFP yet it is a primary in PAC Wests proposal. Also PAC West offers very broad proposal with few specifics on deliverables and also what role they will play v. the district.			
PacWest Strategies	Agree	10	Disagree	0	Disagree	0	I have significant concerns regarding Pac/West. I cannot recommend moving forward with them.			
PacWest Strategies	Agree	10	Agree	10	Agree	10	PacWest: This proposal is very comprehensive, they recognize the important of treating this as a campaign beyond a series of community engagement meetings. I appreciate the summative cost estimate rather than an hourly rate. Based on the initiatives they have listed, I am curious to hear the experiences of other districts in working with this firm.			
PacWest Strategies	Agree	10	Agree	10	Neutral	5	None			
PacWest Strategies	Neutral	5	Disagree	0	Agree	10				
Total		40		20		35				
Average		8		4.0		7.0		5	0	**24.0**