

**Purchasing Department**

**Sam J. Aiello, C.P.M.**  
Purchasing Agent



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Honorable Mayor John Dickert and the  
Members of the Common Council  
730 Washington Avenue  
Racine, WI 53403

December 5, 2012

Ladies and Gentlemen:

I am requesting permission to appear before the Finance and Personnel Committee to discuss the results of Official Notice #15, REQUEST FOR PROPOSAL, CABLE ACCESS RACINE (CAR25) OPERATION AND MANAGEMENT. This proposal was opened in the office of the Purchasing Agent at 10:00 A.M. on October 15, 2012.

We sent eight (8) bid packages out and received two responses. The responses were from Badger Video Group and Skies Fall Media Group.

The Request for Proposals technique is frequently used by the City when bidding for services as opposed to bidding for goods.

The evaluation criteria for this RFP and their respective weights were; System Concept and Solutions, 30%, Program Implementation, 15%, Demonstrated Applicable Experience and Performance Capabilities, 25%, Organizational Structure and Management, 5% and Cost, 25%.

The evaluation committee for this RFP consisted of Paul Ancona, IS Manager, Ron Thomas Chairman of Cable Commission, Alderman Ray DeHahn and Mary Jerger, Cable Commission member. The Purchasing Agent attended the evaluation meeting and acted as a moderator and facilitator. The Purchasing Agent was not a voting member of the evaluation committee. I have attached a copy of the evaluation matrix that was used to score the proposals.

Based on the scoring of this RFP the evaluation committee is recommending that a contract be entered into with Skies Fall Media Group for a one (1) year term beginning in 2013.

Funds for this expenditure are available in fund 203 CAR25.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "S. Aiello", is written over the typed name.

Sam J. Aiello  
Purchasing Agent

cc: Mr. Paul Ancona  
Mr. David Brown  
Ms. Kathleen Fischer

City of Racine		
Request for Proposal, Cable Access Racine (CAR25) Operation and Management		
Official Notice #15		
Evaluation Matrix		
December 4, 2012, 9:30 A.M.		
EVALUATION CRITERIA	BADGER VIDEO GROUP	SKIES FALL MEDIA GROUP
<b><u>1. System Concept and Solutions</u></b>		
#1 P. Ancona	20	30
#2 R. Thomas	0	0
#3 R. DeHahn	15	30
#4 M. Jerger	15	25
<i>Total Points</i>	50	85
<i>Average</i>	12.50	21.25
<b><u>2. Program Implementation</u></b>		
#1 P. Ancona	1	15
#2 R. Thomas	0	0
#3 R. DeHahn	4	15
#4 M. Jerger	6	10
<i>Total Points</i>	11	40
<i>Average</i>	2.75	10.00
<b><u>3. Demonstrated Applicable Experience and Performance Capabilities</u></b>		
#1 P. Ancona	1	20
#2 R. Thomas	0	0
#3 R. DeHahn	10	25
#4 M. Jerger	8	20
<i>Total Points</i>	19	65
<i>Average</i>	4.75	16.25
<b><u>4. Organizational Structure and Management</u></b>		
#1 P. Ancona	1	5
#2 R. Thomas	0	0
#3 R. DeHahn	1	5
#4 M. Jerger	2	4
<i>Total Points</i>	4	14
<i>Average</i>	1.00	3.50
<b><u>5. Total evaluated cost</u></b>		
<i>Total Points</i>	0	25
<b>Total Points</b>	<b>21.00</b>	<b>76.00</b>