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BUILDING PITTSBURGH WITH



URBAN REDEVELOPMENT  
AUTHORITY OF PITTSBURGH

# URBAN REDEVELOPMENT AUTHORITY

## AWARD JUSTIFICATION FORM

### PROFESSIONAL SERVICES

PROJECT NAME: Annual Report

SERVICES REQUESTED: Design and Report Publishing

CONTRACT DURATION: January 1, 2010 – December 31, 2010

DATE OF RFP: November 13, 2009

PROPOSAL DUE DATE: December 4, 2009

PROPOSALS REQUESTED: 12  
(Number)

PROPOSALS RECEIVED: 5  
(Number)

PROPOSERS SUBMITTING: FSC Marketing and Communications, Think Communications,  
(Name) Kolano Design, Randy Strothman Associates, and Go4

PROPOSER SELECTED: FSC Marketing and Communications

CONTRACTED AMOUNT: \$20,000

CRITERIA FOR SELECTION: FSC Marketing and Communications was short listed from the proposals received and was the lowest responsible bidder on that short list. FSC has been working with the URA and others for the past year on the City Living Initiative and because of this relationship staff felt that a quality product could be produced in a timely manner.

REJECTED PROPOSALS: The proposals that were rejected were done so because the concept provided by FSC most closely met the needs of the Annual Report production.

DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Executive / Marketing

WAS AWARD MADE TO LOWEST QUALIFIED PROPOSER? YES  NO  NOT APPLICABLE

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION: