

FINAL SCORE MATRIX

RFP for Public Health Infrastructure Communications Campaign (23-121; 6100017241) Score Summary *FINAL EVALUATION November 7, 2023	Maximum Points	KGBTexas Marketing/Public Relations Inc. 825 East Locust Street San Antonio, TX 78212	F. Guerra DeBerry, LLC 221 W. Poplar St San Antonio, TX 78212	Lustrous Public Relations LLC 4618 Pecan Grove San Antonio, TX 78222	TXC Texas Creative, LLC 110 E. Houston St. Suite 209 San Antonio, TX 78205
A - Experience, Background, Qualifications	35	27.60	22.80	24.40	18.80
B - Proposed Plan	35	28.20	19.40	21.80	19.40
A - B Sub-Total	70	55.80	42.20	46.20	38.20
C - Price	15	12.04	12.72	8.67	15.00
D - SBEDA - SBE Prime Contract Program	10	10.00	10.00	10.00	10.00
E - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00
TOTAL SCORE	100	77.84	64.92	64.87	63.20
RANK BASED ON TOTAL SCORE		1	2	3	4

*One evaluation meeting held and no interviews were conducted.