

## FINAL SCORE MATRIX

RFP for Development of Public Information Campaign (24-063; 6100017706)  Score Summary FINAL EVALUATION May 10, 2024	Maximum Points	KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications 825 E. Locust St. San Antonio, TX 78212	Sammis & Ochoa, LLC 719 South Saint Mary's San Antonio, TX 78205
A - Experience, Background and Qualifications	15	14.40	13.60
B - Proposed Plan	50	42.40	37.40
A - B Sub-Total	65	56.80	51.00
C - Price	10	9.18	9.57
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00
D - SBEDA - M/WBE Prime Contract Program	5	5.00	0.00
E - Local Preference Program	10	10.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00
<b>TOTAL SCORE</b>	<b>100</b>	<b>80.98</b>	<b>70.57</b>
<b>RANK BASED ON TOTAL SCORE</b>		<b>1</b>	<b>2</b>