

FINAL SCORE MATRIX

RFP for Public Information Campaign (25-118; 6100019191) Score Summary *FINAL EVALUATION September 24, 2025	Maximum Points	WeAreRally, LLC 5670 Wilshire Blvd., Suite 820 Los Angeles, CA 90036	Pixel Reflex, LLC PO Box 291071 San Antonio, TX 78229	KGB Texas Marketing/Public Relations, Inc. DBA K Harvey Brand Partners 825 E Locust St San Antonio, TX 78212
A - Experience, Background and Qualifications	20	19.40	10.20	10.00
B - Proposed Plan	40	39.20	16.40	20.40
A - B Sub-Total	60	58.60	26.60	30.40
C - Price	15	4.20	4.29	5.60
D - SBEDA - SBE Prime Contract Program	5	0.00	5.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	5.00	0.00
E - Local Preference Program	10	0.00	10.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00
TOTAL SCORE	100	62.80	50.89	46.00
RANK BASED ON TOTAL SCORE				
1				
2				
3				

*One evaluation meeting held with interviews and scoring completed.