FINAL SCORE MATRIX

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category B - Graphic Design Score Summary *FINAL EVALUATION February 6, 2026	Maximum Points	Parallel, A Brand Agency, LLC 915 Dallas St. San Antonio, TX 78215	Eli Miller Design LLC 153 Kaine Street San Antonio, TX 78214	For Positioning Only, LLC 8035 Broadway San Antonio, TX 78209	Tribu, LLC 420 Milam San Antonio, TX 78202	Bridge Insights & Media LLC 9600 Escarpment Blvd, Ste. 745-82 Austin, TX 78749	TXC Texas Creative, LLC 110 E Houston St. Suite 209 San Antonio, TX 78205
A - Experience, Background and Qualifications	40	35.30	33.70	25.50	21.20	35.00	21.30
B - Proposed Plan	20	17.10	17.80	13.00	11.90	17.60	9.60
A - B Sub-Total	60	52.40	51.50	38.50	33.10	52.60	30.90
C - Price	15	6.82	15.00	8.33	6.82	6.82	8.04
D - SBEDA - SBE Prime Contract Program	5	5.00	0.00	5.00	5.00	0.00	5.00
D - SBEDA - ESBE Prime Contract Program	5	5.00	0.00	0.00	5.00	0.00	5.00
E - Local Preference Program	10	10.00	10.00	10.00	10.00	0.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL SCORE	100	79.22	76.50	61.83	59.92	59.42	58.94
RANK BASED ON TOTAL SCORE		1	2	3	4	5	6

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category B - Graphic Design Score Summary *FINAL EVALUATION February 6, 2026	Maximum Points	Public Alliance, LLC 909 NE Loop 410, Suite 340 San Antonio, TX 78209	**The CE Group, Inc. 200 East Grayson., Suite 114 San Antonio, TX 78215	F. Guerra DeBerry L.L.C. 221 W. Poplar San Antonio, TX 78212	Lustrous Public Relations, LLC 4618 Pecan Grove San Antonio, TX 78222	WSP USA Inc. One Penn Plaza, 4th FL New York, NY 10119	True Digital Marketing, Inc. 10333 Harwin Dr. Suite 262 Houston, TX 77036
A - Experience, Background and Qualifications	40	19.89	25.80	25.30	17.62	21.74	11.40
B - Proposed Plan	20	9.30	12.50	13.00	9.20	11.20	5.70
A - B Sub-Total	60	29.19	38.30	38.30	26.82	32.94	17.10
C - Price	15	9.00	8.04	6.82	7.50	6.43	8.04
D - SBEDA - SBE Prime Contract Program	5	5.00	0.00	0.00	5.00	0.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	5.00	0.00	0.00	0.00	0.00	0.00
E - Local Preference Program	10	10.00	10.00	10.00	10.00	0.00	0.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL SCORE	100	58.19	56.34	55.12	49.32	39.37	25.14
RANK BASED ON TOTAL SCORE		7	8	9	10	11	12

*One evaluation meeting held, and no interviews conducted.
**Disqualified