

**FINAL SCORE MATRIX**

<b>RFP - On-Call Professional Consulting Services for Marketing and Communication</b> <b>(24-078; 6100016875)</b>  <b>Score Summary</b> <b>*FINAL EVALUATION</b> <b>August 16, 2024</b>	<b>Maximum Points</b>	<b>KGB Texas Marketing &amp; Public Relations, Inc. dba KGBTexas Communications</b> <b>825 Locust Street</b> <b>San Antonio, TX 78212</b>	<b>For Positioning Only, LLC dba FPO Marketing</b> <b>8035 Broadway</b> <b>San Antonio, TX 78209</b>	<b>Aspell Services, Inc.</b> <b>247 Barbara Dr.</b> <b>San Antonio, TX 78216</b>	<b>Sensis, Inc.</b> <b>2929 E 12th Street</b> <b>Austin, TX 78702</b>
<b>A - Experience, Background and Qualifications</b>	<b>45</b>	<b>39.14</b>	<b>39.57</b>	<b>26.43</b>	<b>26.57</b>
<b>B - Proposed Plan</b>	<b>40</b>	<b>35.14</b>	<b>33.86</b>	<b>22.14</b>	<b>18.57</b>
<b>A - B Sub-Total</b>	<b>85</b>	<b>74.28</b>	<b>73.43</b>	<b>48.57</b>	<b>45.14</b>
<b>C - Price</b>	<b>15</b>	<b>14.83</b>	<b>14.69</b>	<b>14.57</b>	<b>15.00</b>
<b>TOTAL SCORE</b>	<b>100</b>	<b>89.11</b>	<b>88.12</b>	<b>63.14</b>	<b>60.14</b>
<b>RANK BASED ON TOTAL SCORE</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>

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