

## FINAL SCORE MATRIX

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