

INITIAL SCORE MATRIX

RFP for Development of Public Information Campaign (24-063; 6100017706) Score Summary INITIAL EVALUATION April 23, 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	Exito & Co., LLC 6428 14th St. Alexandria, VA 22307
A - Experience, Background, and Qualifications	15	14.40	13.60	7.20
B - Proposed Plan	50	41.40	38.40	22.60
A - B Sub-Total	65	55.80	52.00	29.80
C - Price	10	9.18	9.57	10.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00	0.00
D - SBEDA - M/WBE Prime Contract Program	5	5.00	0.00	0.00
E - Local Preference Program	10	10.00	10.00	0.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00
TOTAL SCORE	100	79.98	71.57	39.80
RANK BASED ON TOTAL SCORE		1	2	3