

FINAL SCORE MATRIX

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

*One evaluation meeting held, and no interviews conducted.