

<b>EVALUATION MATRIX</b> <b>Invitation For Bid-Best Value WDJ0013 REBID</b> <b>Safe Routes to School-Evaluation Services</b>		
Company Name:	Morningside Research and Consulting	Copia Consulting
Location:	Austin, Texas	Austin, Texas

**1. COST: (51 points)**

51	50
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**2 PROJECT CONCEPT AND SOLUTIONS PROPOSED  
(25 Points)**

Written narrative of how firm would conduct project and reach the intended audience.

24	23
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**3. DEMONSTRATED EXPERIENCE AND  
QUALIFICATIONS (24 Points)**

Details regarding firm's prior experience in the field of public health evaluation; experience in reaching low-literacy, Spanish-speaking only , and minority populations; experience in materials which track behavioral changes related to public health.

24	23
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**TOTAL POINTS**

99	96
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