

<b>EVALUATION MATRIX</b> <b>Invitation For Bid-Best Value WDJ0014</b> <b>Safe Routes to School-Marketing Services</b>					
Company Name:	Loma Media	Estilo Communication, Inc.	TKO Advertising, Inc.	Peer Group Consulting	Jose E. Martinez LLC
Location:	Austin, TX	Austin, TX	Austin, TX	Round Rock, TX	Austin, TX
<b>1. COST: (51 points)</b>	49	51	46	47	46
<b>2. PROPOSED PROJECT PLAN (25 Points)</b>	20	15	17	14	12
Written narrative of how firm would conduct project and reach the intended audience.					
<b>3. DEMONSTRATED EXPERIENCE AND QUALIFICATIONS (24 Points)</b>	20	16	12	14	15
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.					
<b>TOTAL POINTS</b>	89	82	75	75	73