

RFP EVALUATION MATRIX
PUBLIC EDUCATION CAMPAIGN TO INFORM BUSINESS ESTABLISHMENTS AND CITIZENS OF THE REQUIREMENTS OF THE CITY ORDINANCE REGULATING THE USE OF SINGLE-USE CARRYOUT BAGS
RFP SDC0006

EVALUATION FACTORS	# Possible Points	Enviromedia Social Marketing	Burson-Marsteller LLC	KW Thompson & Associates	Arsenal Advertising	The Amperstand Agency, Inc.	Sherry Matthews, Inc.	K. Fernandez & Associates
High Level Media Plan	40	34	33	27	31	31	37	28
Respondents Past Performance, Qualifications, and Experience	25	23	22	17	20	21	22	18
Local Business Presence	10	10	10	2	10	10	10	8
Proposed Financial "Compensation"	25	25	25	25	25	25	25	25
Sub Total	100	92	90	71	86	87	94	79
Interview (*)	25	17	18				20	
Total		109	108				114	

(*) Interviews only conducted with the finalists.