

EVALUATION MATRIX
Request for Proposal
RFP-9100-EAG0107
Safe Walk Safe Bike Campaign

EVALUATION CRITERIA	MAX POINTS	PROPOSER	PROPOSER	PROPOSER	PROPOSER
		RJW Operations Inc., dba Group Solutions RJW*	DHM Research*	Cultural Strategies	Grissom & Associates
City, State		Austin, TX	Portland, OR	Austin, TX	Austin, TX
MBE/WBE		MWDB		MDB	
System Concepts and Proposed Solutions	25	23.2	22.6	20.6	13.2
Demonstrated Applicable Experience	25	22.8	23.8	20.8	13.0
Personnel Qualifications	25	23.8	18.0	16.6	18.4
Schedule	15	14.6	15.0	13.2	13.4
Cost	10	8.4	9.6	7.5	10.0
TOTALS		92.8	89.0	78.7	68.0

Note: As per Section 252.049 of the local government code, contents of a proposal shall remain confidential until a contract is awarded or as directed by the Texas Attorney General's Office. Therefore, pricing for the proposals have been omitted from this matrix.