

EVALUATION MATRIX  
Marketing Research Service Studies for Austin Energy – RFP RMJ0302

Evaluation Category	Maximum Points	Creative Consumer Research Stafford, TX	MDC Research Portland, OR	Probit Research Inc. Austin, TX	Great Blue Research Inc. Cromwell, CN	Galloway Research Service Inc. San Antonio, TX	Market Decisions Research Portland, ME	Dieringer Research Group Inc. Brookfield, WI	MSR Group Omaha, NE	BlackStone Group Chicago, IL
Project Management Structure	10	9.25	7.00	6.50	5.00	*	*	*	*	*
Solution	30	27.75	25.00	18.50	17.00	*	*	*	*	*
Experience and Personnel	30	27.75	23.00	18.75	17.00	*	*	*	*	*
Price	20	16.77	15.83	6.24	20.00	*	*	*	*	*
Local Business Presence	10	0.00	0.00	10.00	0.00	*	*	*	*	*
Total	100	81.52	70.83	59.99	59.00	*	*	*	*	*

\* Non-responsive. Did not comply with the requirements of the solicitation.

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, the matrix will include points awarded for price but exact pricing will not be disclosed.