

EVALUATION MATRIX  
SOCIAL MARKETING SERVICES  
RFP VD04300153

1-13-05  
#40

Evaluation Factors	Specifics	TKO ADVERTISING, INC. Austin, TX	FLEISHMAN - HILLARD Austin, TX	SHERRY MATTHEWS ADVOCACY MARKETING Austin, TX	ENVIRO- MEDIA Austin, TX	TATE AUSTIN Austin, TX	ESTILO COMMUNI- CATIONS, INC Austin, TX	MONTOYA PR Austin, TX
Prior Experience 10 points	See below Agency has recent, relevant and significant corporate experience with similar projects.	8	9	8	7	5	4	2
	Staff assigned has actively participated in relevant projects. Agency has demonstrated successful outcomes in the past.							
Examples of Campaigns 20 points	References support agency consistently meets deadlines. Samples are creative, interesting and targeted to minorities and low-income populations. Evaluation conducted used good methodology.	16	17	17	16	11	10	4
Cost 10 points	Most value relative to project cost gets maximum points.	10	10	8	4	6	4	6
	Total Proposal Points	88	81	79	63	51	43	37
	Presentation/Int erview 25 points	25	20	15	N/A	N/A	N/A	N/A
	Total Score	113	101	94	63	51	43	37