

EVALUATION MATRIX
Tobacco Prevention and Chronic Disease Media Initiative
RFP CRR0101

EVALUATION FACTORS	# Possible Points	Emmis Austin Radio DBA Incite Austin, TX	Sherry Matthews Advocacy Marketing Austin, TX	A Better World Advertising Brooklyn, NY	Appspire.me Austin, TX	Tuerff-Davis EnviroMedia Austin, TX
SYSTEM CONCEPT AND SOLUTIONS PROPOSED	40	35.0	33.0	19.8	*	*
DEMONSTRATED COMPANY EXPERIENCE AND PERSONNEL QUALIFICATIONS	30	20.5	23.0	18.3	*	*
LOCAL BUSINESS PRESENCE	10	10.0	10.0	0.0	*	*
TOTAL EVALUATED COST	20	17.3	17.3	20.0	*	*
INTERVIEWS	25	22.5	15.0	N/A	*	*
TOTAL	125	105.3	98.3	58.1	*	*

EVALUATION FACTORS	# Possible Points	Gas Station TV Detroit, MI	Loma Media San Diego, CA	Tilted Chair Creative Austin, TX	Wyatt Brand Austin, TX
SYSTEM CONCEPT AND SOLUTIONS PROPOSED	40	*	*	*	*
DEMONSTRATED COMPANY EXPERIENCE AND PERSONNEL QUALIFICATIONS	30	*	*	*	*
LOCAL BUSINESS PRESENCE	10	*	*	*	*
TOTAL EVALUATED COST	20	*	*	*	*
INTERVIEWS	25	*	*	*	*
TOTAL	125	*	*	*	*

*Deemed Non-Responsive - Did not meet the requirements of the solicitation related to the Minority Owned and Women Owned Business Enterprise Procurement Program.

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.