

Marketing Services to Support Energy Efficiency Upgrades RFP SMH0120

Evaluation Category	Max. Points	Tuerff-Davis Enviromedia Inc Austin, TX	Sherry Matthews, Inc. DBA Shery Matthews Advocacy Marketing Austin, TX	Hahn, Texas*	Sustineo Creative**
Qualifications and Experience (20 Max)					
Conducting & Analyzing market research	5	4	3	*	*
Developing and Promoting marketing campaign	5	4	4	*	*
Developing, Deploying, and hosting web sites	5	4	3	*	*
Energy Efficiency or Renewable Energy Campaigns	5	2	2	*	*
Staff Skills & Experience, Proposed level of effort	5	3	3	*	*
Responsiveness to Program Requirements (10 Max)					
All program tasks and elements adequately addressed	5	5	4	*	*
Plan is realistic and effective strategy	5	4	4	*	*
Approach & Management Plan (30 Max)					
Quality, efficiency, and fitness of proposed solution	10	8	8	*	*
Results and deliverables are consistent and clearly stated	5	4	4	*	*
Implementation plan & timeline are complete & appropriate	10	8	8	*	*
Long-term effectiveness of plan	5	4	4	4	*
Cost Proposal (30 Max)					
Proposer with lowest cost to the City will be given Maximum points, remaining given on a percentage ratio basis	30	30	30	*	*
Creativity (10 Max)					
Creative suggestions, ideas that help achieve program goals	5	4	4	*	*
Additional ideas that broaden or deepen scope	5	3	3	*	*
Total Maximum Points Available	100	87	84	*	*

*Non-Responsive, Compliance Plan not approved by DSMBR

** Non-Responsive, did not submit required Compliance Plan

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.