

**EVALUATION MATRIX**  
**Request for Proposal**  
**RFP-6000-EAD0112**  
**Phase II Safe Walk Safe Bicycle Campaign**

EVALUATION CRITERIA	MAX POINTS	PROPOSER	PROPOSER	PROPOSER
		Cultural Strategies, Inc.	Global Strategy Group, LLC	Hill Country Advisory Group, LLC
City, State	100.0	Austin, TX	New York, NY	Austin, TX
MBE/WBE		MDB		
System Concepts and Proposed Solutions	30.0	19.0	24.7	22.7
Demonstrated Applicable Experience	25.0	22.0	18.7	6.7
Personnel Qualifications	15.0	13.7	8.7	8.3
Schedule	5.0	3.7	4.7	3.7
Local Business Presence	10.0	10.0	2.0	10.0
Cost	15.0	14.7	14.7	15.0
<b>TOTALS</b>		83.1	73.5	66.4

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.