



REPORT AND RECOMMENDATION

on the

PROPOSAL EVALUATION

for

**ADVERTISING SERVICES
(RFP No. 362-12-0002)**

Prepared by the
Evaluation Committee

Issued May 1, 2012

I.

INTRODUCTION

On December 13, 2011, the Texas Lottery Commission (“Commission” or “TLC”) issued a Request for Proposals for Advertising Services (the “RFP”). The RFP was issued pursuant to the Commission’s authority under Texas Government Code Chapter 466 and the Commission’s rules at Title 16 Texas Administrative Code Section 401.101. The scoring matrix used in this procurement was included as Attachment G to the RFP and encompassed all of the factors required to be considered by the Evaluation Committee (the “Committee”) in evaluating proposals, as set forth in Section 401.101 of the Commission’s rules and Section 2.16 of the RFP.

II.

BACKGROUND: DEVELOPMENT AND ISSUANCE OF THE RFP

Prior to issuance of the RFP, the agency conducted a comprehensive review of existing operations. The objective was to develop a RFP that would meet the agency’s needs going forward, promote competition to the maximum extent possible, and provide best value to the State of Texas.

A. PREPARATION OF THE RFP

On June 29, 2011, the Commission’s Executive Director Gary Grief appointed the members of the Evaluation Committee. The committee members and the assigned contract administrator from the Administration Division, with support from Lottery Operations, the Office of the Controller and Legal Services, met several times during the summer and fall to develop a RFP.

On March 5, 2012, after Proposals were received, but before the Committee met to begin evaluating the Proposals, Mr. Grief added several members of senior management to the Evaluation Committee. Toni Erickson, Support Services Manager, chaired the Committee, and the following persons served on the Committee:

- Ray Page, Advertising and Promotions Manager
- Andrew Leeper, Creative Coordinator
- Heidi Moreno, Advertising Contract Coordinator
- Robert Tirloni, Products Manager
- Ed Rogers, Enforcement Director
- Nelda Trevino, Governmental Affairs Director
- Mike Fernandez, Administration Director
- Michael Anger, Lottery Operations Director
- Kathy Pyka, Controller

Each Committee member either has direct responsibilities related to advertising services, or has served previously on evaluation committees for other RFPs at the Commission.

On November 10, TLC staff provided a draft of the RFP to the State of Texas Contract Advisory Team ("CAT") for review. CAT provided comments and questions, which Commission staff considered, responded to, and addressed in the RFP, as appropriate.

On November 18, the TLC issued a Solicitation Announcement stating that the agency expected to issue an RFP for Advertising Services in the near future, and informing interested persons how to obtain a printed copy of the RFP.

B. RFP ISSUANCE AND PRE-PROPOSAL PERIOD

The Commission issued the RFP on December 13. On that date, the RFP was posted on the Commission's website and the Electronic State Business Daily ("ESBD") website maintained by the Texas Procurement and Support Services Division in the Texas Comptroller's Office, and mailed to interested persons who responded to the Solicitation Announcement and requested a printed copy of the RFP. Prospective proposers were invited to attend the pre-proposal conference, where the TLC's HUB Coordinator gave a detailed presentation on Historically Underutilized Business ("HUB") Subcontracting Plan ("HSP") requirements.

The pre-proposal conference was held at the TLC headquarters on January 10, 2012. Representatives from fifteen (15) prospective Proposers and subcontractors attended the pre-proposal conference. After the conference, the TLC provided an opportunity for prospective proposers to submit written questions. The deadline for submitting questions was January 19; TLC staff provided written responses on February 2 and included answers to questions that were asked at the pre-proposal conference.

Also pursuant to RFP Section 5.3.2, the TLC's HUB Coordinator and Purchasing and Contracts staff were available to meet upon request, with prospective proposers to discuss HUB subcontracting requirements, to answer questions specific to conducting the good faith effort for HUB subcontracting opportunities and completing the required HSP forms, and to review drafts of HSP forms. TLC staff responded to written questions regarding the HSP requirements in a separate question-and-response document, but in its responses did not disclose any prospective proposer's specific business information to the other prospective proposers.

The Commission issued a total of eight (8) amendments to the RFP. All amendments were posted on the Commission's website and on the ESBD. Some amendments were initiated by Commission staff and others were made in response to questions raised by prospective proposers.

The Commission received four (4) timely submitted proposals, including cost proposals, from the following proposers:

- Integer
- LatinWorks
- TracyLocke
- TM Advertising

Upon receipt of the proposals, the Purchasing and Contracts Administrator (Angela Zgabay-Zgarba) reviewed the proposals for completeness and compliance with the RFP filing requirements. Purchasing and Contracts staff retained the original proposals and the sealed cost proposals. The cost proposals remained sealed until after scoring of the technical proposals was completed.

III.

SUMMARY OF THE EVALUATION PROCESS

1. Guidelines for Evaluation Committee Members. Each member of the Evaluation Committee was provided with the "Request for Proposals (RFP) Guidelines for Evaluation Committee Members".
2. Non-Disclosure Agreement. Each committee member signed a non-disclosure agreement.
3. Distribution of Proposals. Copies of each proposal were distributed to all Evaluation Committee members for their independent review.
4. Financial Soundness Review. The TLC's Office of the Controller completed a review of the financial soundness of each proposer and presented findings to the Executive Director. The Executive Director reviewed the findings and determined that all proposers met the RFP minimum requirements for financial soundness.
5. HUB Subcontracting Plan Review. The agency's HUB Coordinator completed a review of the HSP submitted by each proposer. Following this review, the HUB Coordinator presented findings to the Executive Director. The Executive Director reviewed the findings and determined that each proposer demonstrated good faith in preparing its HSP.
6. Evaluation Committee Review of Proposals. The Evaluation Committee met as a group on numerous occasions between March 26 and May 1 to review and discuss each of the proposals submitted, and to consider responses received to clarification questions and reference questionnaires. The TLC Executive Director and TLC attorneys also attended the meetings.
7. Clarification of Technical Proposals. The Evaluation Committee determined that additional information was required from each proposer to clarify the technical proposals. The Committee drafted written questions on items requiring clarification, and the Contracts Administrator faxed and/or e-mailed the clarification letters to the proposers. Responses were reviewed by the Evaluation Committee.
8. Reference Questionnaires. The Evaluation Committee met and prepared reference questionnaires. Purchasing and Contracts staff distributed the questionnaires to customers identified by the proposers in their proposals. Responses were reviewed by the Evaluation Committee.

9. Oral Presentations. Between April 17 and April 25, pursuant to RFP section 2.17, each proposer made an oral presentation of its Proposal to the Evaluation Committee at TLC headquarters.
10. Scoring Technical Proposals. At a meeting at 9 a.m. on May 1, each member of the Evaluation Committee independently scored each of the technical proposals using the scoring matrix published in the RFP. The Contracts Administrator collected the scoring sheets from each Committee member. The Evaluation Committee then opened and reviewed the cost proposals. The cost proposals were returned to the Contracts Administrator, who provided a copy to the Office of the Controller to review the cost proposal data and to score the proposals using the cost points worksheet.
11. Cost Proposals. The Evaluation Committee reconvened at 2:00 p.m. on May 1, to receive the computation of costs in the cost points worksheet. The Contracts Administrator distributed the analysis and compilation of the cost points worksheet to the Committee and returned the individual score sheets to each member. The Committee members then were instructed to add the scores for the costs portion to their technical scores to determine the total score for each proposer. Each Committee member signed his or her individual scoring sheets and submitted them to the Contracts Administrator. The scoring summary matrix was compiled by Purchasing and Contracts staff and distributed by the Contracts Administrator to the Evaluation Committee.
12. Final Scores. The individual scoring sheets, together with the scoring summary sheet prepared by Purchasing and Contracts staff, are attached. Below are the final results for all proposers out of a possible 2000 points:

| | |
|------------------|------|
| • Integer | 1353 |
| • LatinWorks | 1951 |
| • TM Advertising | 1648 |
| • TracyLocke | 1549 |

IV.

RECOMMENDATION

Based upon the foregoing, the undersigned members of the Evaluation Committee recommend that the Commission name LatinWorks the Apparent Successful Proposer and enter into contract negotiations.

EVALUATION COMMITTEE REPORT AGREEMENT

The Evaluation Committee has worked diligently to conduct and document a fair and impartial evaluation for the procurement of Advertising Services. All members of the Evaluation Committee have been actively involved in the process and have developed this Report and Recommendation. The members of the Evaluation Committee, as indicated below, support the findings and recommendations contained herein.

Toni Erickson, Evaluation Committee Chair Toni Erickson

Ray Page, Evaluation Committee Member Raymond C Page

Andrew Leeper, Evaluation Committee Member Andrew Leeper

Heidi Moreno, Evaluation Committee Member Heidi Moreno

Robert Tirloni, Evaluation Committee Member Robert Tirloni

Ed Rogers, Evaluation Committee Member Ed Rogers

Nelda Trevino, Evaluation Committee Member Nelda Trevino

Mike Fernandez, Evaluation Committee Member Mike Fernandez

Michael Anger, Evaluation Committee Member Michael Anger

Kathy Pyka, Evaluation Committee Member Kathy Pyka

Advertising Services RFP, 362-12-0002

Proposer: LatinWorks

| | Total Possible Points | 1 TE | 2 AL | 3 RP | 4 ER | 5 MA | 6 HM | 7 RT | 8 MRF | 9 KP | 10 NT | Total | Average |
|--|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------------|
| The Proposer's price to provide the goods or services | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 5000 | 500 |
| Cost Proposal Subtotal | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 5000 | 500 |
| The probable quality of the offered goods and/or services. | 900 | 875 | 850 | 875 | 890 | 855 | 875 | 900 | 825 | 885 | 875 | 8705 | 871 |
| The agency's evaluation of the likelihood of the proposal to produce the desired outcome for the agency, considering: performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 200 | 180 | 190 | 200 | 190 | 200 | 200 | 190 | 195 | 200 | 1945 | 195 |
| • The qualifications of the Proposer's personnel. providing the requested goods or services. | 250 | 245 | 230 | 240 | 250 | 238 | 250 | 250 | 245 | 240 | 240 | 2428 | 243 |
| • The financial status of the Proposer. | 150 | 150 | 120 | 145 | 145 | 135 | 140 | 150 | 150 | 150 | 150 | 1435 | 144 |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | Pass | Pass |
| Technical Proposal Subtotal | 1500 | 1470 | 1380 | 1450 | 1485 | 1418 | 1465 | 1500 | 1410 | 1470 | 1465 | 14513 | 1451.3 |
| TOTAL | 2000 | 1970 | 1880 | 1950 | 1985 | 1918 | 1965 | 2000 | 1910 | 1970 | 1965 | | 1951 |

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Proposer: TM Advertising

| | Total Possible Points | 1 TE | 2 AL | 3 RP | 4 ER | 5 MA | 6 HM | 7 RT | 8 MRF | 9 KP | 10 NT | Total | Average |
|---|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------------|
| The Proposer's price to provide the goods or services | 500 | 492 | 492 | 492 | 492 | 492 | 492 | 492 | 492 | 492 | 492 | 4920 | 492 |
| Cost Proposal Subtotal | 500 | 492 | 4920 | 492 |
| The probable quality of the offered goods and/or services. | 900 | 600 | 510 | 625 | 880 | 765 | 700 | 650 | 500 | 770 | 810 | 6810 | 681 |
| The agency's evaluation of the likelihood of the proposal to produce the desired outcome for the agency, considering: | | | | | | | | | | | | | |
| performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 120 | 130 | 130 | 190 | 180 | 100 | 200 | 150 | 160 | 180 | 1540 | 154 |
| • The qualifications of the Proposer's personnel. | 250 | 175 | 160 | 170 | 250 | 225 | 175 | 225 | 175 | 180 | 225 | 1960 | 196 |
| providing the requested goods or services. | 150 | 90 | 120 | 110 | 140 | 135 | 100 | 125 | 150 | 140 | 135 | 1245 | 125 |
| • The financial status of the Proposer. | Pass/Fail | Pass | | |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | Pass | | |
| Technical Proposal Subtotal | 1500 | 985 | 920 | 1035 | 1460 | 1305 | 1075 | 1200 | 975 | 1250 | 1350 | 11555 | 1155.5 |
| TOTAL | 2000 | 1477 | 1412 | 1527 | 1952 | 1797 | 1567 | 1692 | 1467 | 1742 | 1842 | | 1648 |

Advertising Services RFP, 362-12-0002

Proposer: TracyLocke

| | Total Possible Points | 1 TE | 2 AL | 3 RP | 4 ER | 5 MA | 6 HM | 7 RT | 8 MRF | 9 KP | 10 NT | Total | Average |
|--|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------------|
| The Proposer's price to provide the goods or services | 500 | 479 | 479 | 479 | 479 | 479 | 479 | 479 | 479 | 479 | 479 | 4790 | 479 |
| Cost Proposal Subtotal | 500 | 479 | 4790 | 479 |
| The probable quality of the offered goods and/or services. | 900 | 540 | 490 | 580 | 875 | 720 | 650 | 525 | 400 | 740 | 720 | 6240 | 624 |
| The agency's evaluation of the likelihood of the proposal to produce the desired outcome for the agency, considering: performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 100 | 110 | 100 | 190 | 170 | 100 | 100 | 125 | 140 | 160 | 1295 | 130 |
| • The qualifications of the Proposer's personnel. providing the requested goods or services. | 250 | 165 | 140 | 150 | 245 | 213 | 200 | 225 | 150 | 180 | 225 | 1893 | 189 |
| • The financial status of the Proposer. | 150 | 120 | 130 | 90 | 145 | 135 | 100 | 125 | 150 | 140 | 135 | 1270 | 127 |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | Pass | | |
| Technical Proposal Subtotal | 1500 | 925 | 870 | 920 | 1455 | 1238 | 1050 | 975 | 825 | 1200 | 1240 | 10698 | 1069.8 |
| TOTAL | 2000 | 1404 | 1349 | 1399 | 1934 | 1717 | 1529 | 1454 | 1304 | 1679 | 1719 | | 1549 |

Advertising Services RFP, 362-12-0002

Proposer: Integer

| | Total Possible Points | 1 TE | 2 AL | 3 RP | 4 ER | 5 MA | 6 HM | 7 RT | 8 MRF | 9 KP | 10 NT | Total | Average |
|--|-----------------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| The Proposer's price to provide the goods or services | 500 | 357 | 357 | 357 | 357 | 357 | 357 | 357 | 357 | 357 | 357 | 3570 | 357 |
| Cost Proposal Subtotal | 500 | 357 | 357 | 357 | 357 | 357 | 357 | 357 | 357 | 357 | 357 | 3570 | 357 |
| The probable quality of the offered goods and/or services. | 900 | 540 | 400 | 500 | 870 | 630 | 600 | 450 | 380 | 710 | 700 | 5780 | 578 |
| The agency's evaluation of the likelihood of the proposal to produce the desired outcome for the agency, considering: <ul style="list-style-type: none"> performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. The qualifications of the Proposer's personnel. providing the requested goods or services. | 200 | 140 | 90 | 125 | 185 | 180 | 150 | 200 | 130 | 185 | 180 | 1565 | 157 |
| <ul style="list-style-type: none"> The financial status of the Proposer. Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | 250 | 150 | 80 | 170 | 240 | 163 | 100 | 100 | 150 | 165 | 250 | 1568 | 157 |
| <ul style="list-style-type: none"> The financial status of the Proposer. Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | 150 | 90 | 60 | 90 | 135 | 98 | 100 | 75 | 150 | 135 | 110 | 1043 | 104 |
| Technical Proposal Subtotal | 1500 | 920 | 630 | 885 | 1430 | 1071 | 950 | 825 | 810 | 1195 | 1240 | 9956 | 995.6 |
| TOTAL | 2000 | 1277 | 987 | 1242 | 1787 | 1428 | 1307 | 1182 | 1167 | 1552 | 1597 | | 1353 |

Advertising Services
 Cost Proposal Point Allocation
 362-12-0002

| | Latin Works | TJM Advertising | TracyLocke | Integer |
|------------------------------|-------------|-----------------|------------|------------|
| Cost | \$ 41.32 | \$ 42.01 | \$ 43.11 | \$ 57.94 |
| Percentage of Lowest Cost | 100.00% | 98.36% | 95.85% | 71.32% |
| Percentage of Points Awarded | 100.00% | 98.36% | 95.85% | 71.32% |
| Total Points Available | 500 | 500 | 500 | 500 |
| Total Points Awarded | 500 | 492 | 479 | 357 |

LATINWORKS

| | Title | Categories | Weighted % | Hourly Rate | Weighted Hourly Rate |
|---------------------------|-----------------------------|------------|------------|-------------|----------------------|
| Account Management | Group Account Director | 1 | 0.75 | \$ 170.00 | \$ 127.50 |
| | Account Director | 1 | 0.75 | \$ 128.00 | \$ 96.00 |
| | Account Supervisor | 1 | 0.75 | \$ 111.00 | \$ 83.25 |
| | Account Executive | 1 | 0.75 | \$ 86.00 | \$ 64.50 |
| | Junior Account Executive | 1 | 0.75 | \$ 60.00 | \$ 45.00 |
| | Account Coordinator | 2 | 0.25 | \$ 40.00 | \$ 10.00 |
| | Account Planner | 2 | 0.25 | \$ 105.00 | \$ 26.25 |
| | Assistant Account Planner | 2 | 0.25 | \$ 55.00 | \$ 13.75 |
| Media | Media Director | 2 | 0.25 | \$ 140.00 | \$ 35.00 |
| | Associate Media Director | 1 | 0.75 | \$ 97.00 | \$ 72.75 |
| | Media Planner | 1 | 0.75 | \$ 83.00 | \$ 62.25 |
| | Junior Media Planner | 2 | 0.25 | \$ 60.00 | \$ 15.00 |
| | Media Buyer | 1 | 0.75 | \$ 83.00 | \$ 62.25 |
| | Junior Media Buyer | 2 | 0.25 | \$ 60.00 | \$ 15.00 |
| Creative | Creative Director | 1 | 0.75 | \$ 170.00 | \$ 127.50 |
| | Associate Creative Director | 1 | 0.75 | \$ 150.00 | \$ 112.50 |
| | Art Director | 1 | 0.75 | \$ 92.00 | \$ 69.00 |
| | Copywriter | 1 | 0.75 | \$ 92.00 | \$ 69.00 |
| | Copy Editor | 2 | 0.25 | \$ 40.00 | \$ 10.00 |
| Digital | Digital Creative Director | 2 | 0.25 | \$ 118.00 | \$ 29.50 |
| | Digital Producer | 2 | 0.25 | \$ 87.00 | \$ 21.75 |
| | Digital Specialist | 2 | 0.25 | \$ 90.00 | \$ 22.50 |
| | Programming Specialist | 2 | 0.25 | \$ 77.00 | \$ 19.25 |
| Production | Production Manager | 2 | 0.25 | \$ 120.00 | \$ 30.00 |
| | Production Coordinator | 2 | 0.25 | \$ 73.00 | \$ 18.25 |
| | Broadcast Producer | 1 | 0.75 | \$ 120.00 | \$ 90.00 |
| | Print Producer | 2 | 0.25 | \$ 67.00 | \$ 16.75 |
| | Print Production Specialist | 2 | 0.25 | \$ 60.00 | \$ 15.00 |
| | Art Buyer | 2 | 0.25 | \$ 40.00 | \$ 10.00 |
| | Traffic Specialist | 2 | 0.25 | \$ 38.00 | \$ 9.50 |
| | Project Manager | 2 | 0.25 | \$ 40.00 | \$ 10.00 |
| | Translator | 2 | 0.25 | \$ 117.00 | \$ 29.25 |
| Promotions | Promotional Event Planner | 2 | 0.25 | \$ 59.00 | \$ 14.75 |
| | Promotions Specialist | 2 | 0.25 | \$ 105.00 | \$ 26.25 |
| Finance | Finance Manager | 2 | 0.25 | \$ 48.00 | \$ 12.00 |
| | Staff Accountant | 2 | 0.25 | \$ 48.00 | \$ 12.00 |
| | Billing Coordinator | 1 | 0.75 | \$ 34.00 | \$ 25.50 |
| Average Hourly Rate | | | | | \$ 41.32 |

TM Advertising

| | Title | Categories | Weighted % | Hourly Rate | Weighted Hourly Rate |
|---------------------------|-----------------------------|------------|------------|-------------|----------------------|
| Account Management | Group Account Director | 1 | 0.75 | \$ 190.00 | \$ 142.50 |
| | Account Director | 1 | 0.75 | \$ 140.00 | \$ 105.00 |
| | Account Supervisor | 1 | 0.75 | \$ 110.00 | \$ 82.50 |
| | Account Executive | 1 | 0.75 | \$ 65.00 | \$ 48.75 |
| | Junior Account Executive | 1 | 0.75 | \$ 50.00 | \$ 37.50 |
| | Account Coordinator | 2 | 0.25 | \$ 40.00 | \$ 10.00 |
| | Account Planner | 2 | 0.25 | \$ 120.00 | \$ 30.00 |
| | Assistant Account Planner | 2 | 0.25 | \$ 55.00 | \$ 13.75 |
| Media | Media Director | 2 | 0.25 | \$ 96.00 | \$ 24.00 |
| | Associate Media Director | 1 | 0.75 | \$ 84.00 | \$ 63.00 |
| | Media Planner | 1 | 0.75 | \$ 74.00 | \$ 55.50 |
| | Junior Media Planner | 2 | 0.25 | \$ 31.00 | \$ 7.75 |
| | Media Buyer | 1 | 0.75 | \$ 45.00 | \$ 33.75 |
| | Junior Media Buyer | 2 | 0.25 | \$ 41.00 | \$ 10.25 |
| Creative | Creative Director | 1 | 0.75 | \$ 195.00 | \$ 146.25 |
| | Associate Creative Director | 1 | 0.75 | \$ 170.00 | \$ 127.50 |
| | Art Director | 1 | 0.75 | \$ 95.00 | \$ 71.25 |
| | Copywriter | 1 | 0.75 | \$ 95.00 | \$ 71.25 |
| | Copy Editor | 2 | 0.25 | \$ 65.00 | \$ 16.25 |
| Digital | Digital Creative Director | 2 | 0.25 | \$ 195.00 | \$ 48.75 |
| | Digital Producer | 2 | 0.25 | \$ 90.00 | \$ 22.50 |
| | Digital Specialist | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| | Programming Specialist | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| Production | Production Manager | 2 | 0.25 | \$ 95.00 | \$ 23.75 |
| | Production Coordinator | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| | Broadcast Producer | 1 | 0.75 | \$ 125.00 | \$ 93.75 |
| | Print Producer | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| | Print Production Specialist | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| | Art Buyer | 2 | 0.25 | \$ 65.00 | \$ 16.25 |
| | Traffic Specialist | 2 | 0.25 | \$ 45.00 | \$ 11.25 |
| | Project Manager | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| | Translator | 2 | 0.25 | \$ 117.00 | \$ 29.25 |
| Promotions | Promotional Event Planner | 2 | 0.25 | \$ 59.00 | \$ 14.75 |
| | Promotions Specialist | 2 | 0.25 | \$ 89.00 | \$ 22.25 |
| Finance | Finance Manager | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| | Staff Accountant | 2 | 0.25 | \$ 55.00 | \$ 13.75 |
| | Billing Coordinator | 1 | 0.75 | \$ 40.00 | \$ 30.00 |
| Average Hourly Rate | | | | | \$ 42.01 |

TRACYLOCKE

| | Title | Categories | Weighted % | Hourly Rate | Weighted Hourly Rate |
|---------------------------|-----------------------------|------------|------------|-------------|----------------------|
| Account Management | Group Account Director | 1 | 0.75 | \$ 200.00 | \$ 150.00 |
| | Account Director | 1 | 0.75 | \$ 150.00 | \$ 112.50 |
| | Account Supervisor | 1 | 0.75 | \$ 95.00 | \$ 71.25 |
| | Account Executive | 1 | 0.75 | \$ 75.00 | \$ 56.25 |
| | Junior Account Executive | 1 | 0.75 | \$ 50.00 | \$ 37.50 |
| | Account Coordinator | 2 | 0.25 | \$ 35.00 | \$ 8.75 |
| | Account Planner | 2 | 0.25 | \$ 130.00 | \$ 32.50 |
| | Assistant Account Planner | 2 | 0.25 | \$ 50.00 | \$ 12.50 |
| Media | Media Director | 2 | 0.25 | \$ 150.00 | \$ 37.50 |
| | Associate Media Director | 1 | 0.75 | \$ 95.00 | \$ 71.25 |
| | Media Planner | 1 | 0.75 | \$ 75.00 | \$ 56.25 |
| | Junior Media Planner | 2 | 0.25 | \$ 45.00 | \$ 11.25 |
| | Media Buyer | 1 | 0.75 | \$ 65.00 | \$ 48.75 |
| | Junior Media Buyer | 2 | 0.25 | \$ 50.00 | \$ 12.50 |
| Creative | Creative Director | 1 | 0.75 | \$ 200.00 | \$ 150.00 |
| | Associate Creative Director | 1 | 0.75 | \$ 150.00 | \$ 112.50 |
| | Art Director | 1 | 0.75 | \$ 100.00 | \$ 75.00 |
| | Copywriter | 1 | 0.75 | \$ 100.00 | \$ 75.00 |
| | Copy Editor | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| Digital | Digital Creative Director | 2 | 0.25 | \$ 200.00 | \$ 50.00 |
| | Digital Producer | 2 | 0.25 | \$ 100.00 | \$ 25.00 |
| | Digital Specialist | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| | Programming Specialist | 2 | 0.25 | \$ 110.00 | \$ 27.50 |
| Production | Production Manager | 2 | 0.25 | \$ 100.00 | \$ 25.00 |
| | Production Coordinator | 2 | 0.25 | \$ 45.00 | \$ 11.25 |
| | Broadcast Producer | 1 | 0.75 | \$ 100.00 | \$ 75.00 |
| | Print Producer | 2 | 0.25 | \$ 65.00 | \$ 16.25 |
| | Print Production Specialist | 2 | 0.25 | \$ 90.00 | \$ 22.50 |
| | Art Buyer | 2 | 0.25 | \$ 70.00 | \$ 17.50 |
| | Traffic Specialist | 2 | 0.25 | \$ 60.00 | \$ 15.00 |
| | Project Manager | 2 | 0.25 | \$ 50.00 | \$ 12.50 |
| Promotions | Translator | 2 | 0.25 | \$ 115.00 | \$ 28.75 |
| | Promotional Event Planner | 2 | 0.25 | \$ 65.00 | \$ 16.25 |
| Finance | Promotions Specialist | 2 | 0.25 | \$ 90.00 | \$ 22.50 |
| | Finance Manager | 2 | 0.25 | \$ 55.00 | \$ 13.75 |
| | Staff Accountant | 2 | 0.25 | \$ 55.00 | \$ 13.75 |
| | Billing Coordinator | 1 | 0.75 | \$ 45.00 | \$ 33.75 |
| Average Hourly Rate | | | | | \$ 43.11 |

INTEGER

| | Title | Categories | Weighted % | Hourly Rate | Weighted Hourly Rate |
|---------------------------|-----------------------------|------------|------------|-------------|----------------------|
| Account Management | Group Account Director | 1 | 0.75 | \$ 250.00 | \$ 187.50 |
| | Account Director | 1 | 0.75 | \$ 210.00 | \$ 157.50 |
| | Account Supervisor | 1 | 0.75 | \$ 150.00 | \$ 112.50 |
| | Account Executive | 1 | 0.75 | \$ 110.00 | \$ 82.50 |
| | Junior Account Executive | 1 | 0.75 | \$ 85.00 | \$ 63.75 |
| | Account Coordinator | 2 | 0.25 | \$ 80.00 | \$ 20.00 |
| | Account Planner | 2 | 0.25 | \$ 140.00 | \$ 35.00 |
| | Assistant Account Planner | 2 | 0.25 | \$ 115.00 | \$ 28.75 |
| Media | Media Director | 2 | 0.25 | \$ 175.00 | \$ 43.75 |
| | Associate Media Director | 1 | 0.75 | \$ 160.00 | \$ 120.00 |
| | Media Planner | 1 | 0.75 | \$ 95.00 | \$ 71.25 |
| | Junior Media Planner | 2 | 0.25 | \$ 85.00 | \$ 21.25 |
| | Media Buyer | 1 | 0.75 | \$ 90.00 | \$ 67.50 |
| | Junior Media Buyer | 2 | 0.25 | \$ 70.00 | \$ 17.50 |
| Creative | Creative Director | 1 | 0.75 | \$ 225.00 | \$ 168.75 |
| | Associate Creative Director | 1 | 0.75 | \$ 185.00 | \$ 138.75 |
| | Art Director | 1 | 0.75 | \$ 110.00 | \$ 82.50 |
| | Copywriter | 1 | 0.75 | \$ 110.00 | \$ 82.50 |
| | Copy Editor | 2 | 0.25 | \$ 95.00 | \$ 23.75 |
| Digital | Digital Creative Director | 2 | 0.25 | \$ 225.00 | \$ 56.25 |
| | Digital Producer | 2 | 0.25 | \$ 185.00 | \$ 46.25 |
| | Digital Specialist | 2 | 0.25 | \$ 110.00 | \$ 27.50 |
| | Programming Specialist | 2 | 0.25 | \$ 125.00 | \$ 31.25 |
| Production | Production Manager | 2 | 0.25 | \$ 125.00 | \$ 31.25 |
| | Production Coordinator | 2 | 0.25 | \$ 100.00 | \$ 25.00 |
| | Broadcast Producer | 1 | 0.75 | \$ 150.00 | \$ 112.50 |
| | Print Producer | 2 | 0.25 | \$ 85.00 | \$ 21.25 |
| | Print Production Specialist | 2 | 0.25 | \$ 80.00 | \$ 20.00 |
| | Art Buyer | 2 | 0.25 | \$ 110.00 | \$ 27.50 |
| | Traffic Specialist | 2 | 0.25 | \$ 75.00 | \$ 18.75 |
| | Project Manager | 2 | 0.25 | \$ 85.00 | \$ 21.25 |
| | Translator | 2 | 0.25 | \$ 85.00 | \$ 21.25 |
| Promotions | Promotional Event Planner | 2 | 0.25 | \$ 100.00 | \$ 25.00 |
| | Promotions Specialist | 2 | 0.25 | \$ 80.00 | \$ 20.00 |
| Finance | Finance Manager | 2 | 0.25 | \$ 120.00 | \$ 30.00 |
| | Staff Accountant | 2 | 0.25 | \$ 95.00 | \$ 23.75 |
| | Billing Coordinator | 1 | 0.75 | \$ 80.00 | \$ 60.00 |
| Average Hourly Rate | | | | | \$ 57.94 |

FINANCIAL SOUNDNESS REVIEW

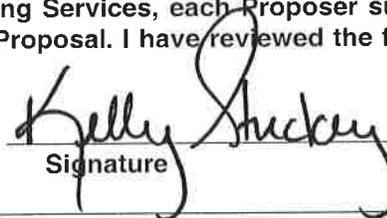
RFP: Advertising Services

Proposer Names: TRACYLOCKE, TM ADVERTISING, INTEGER, LATINWORKS

STATEMENT OF FINANCIAL OPERATIONS MANAGER:

As required by Section 4.5 of the RFP for Advertising Services, each Proposer submitted documentation supporting the financial soundness review with its Proposal. I have reviewed the financial documents and summarized my findings on the attached Report.

Kelly Stuckey, Financial Operations Manager


Signature

3.16.12
Date

Attached hereto is a written report from the Office of the Controller.

DETERMINATION BY THE EXECUTIVE DIRECTOR:

Based on my review, and considering the totality of the circumstances of this procurement, it is my determination all Proposers:

- Demonstrated financial soundness and satisfied this RFP requirement.
- Do not demonstrate financial soundness and do not satisfy this RFP requirement.

Gary Grief, Executive Director


Signature

3-23-12
Date

**Texas Lottery Commission
Report on Financial Soundness
Advertising Services**

Background

Section 4.5 *Financial Soundness*, of the Request for Proposal (RFP), requires that the Proposers provide the Commission with information in order to evaluate the Proposers' financial responsibility and stability for performance of any Contract awarded as result of this RFP and must demonstrate the ability to finance the project described in its submission.

As a basis for making this determination Proposers were required to submit the following documentation with its Proposal:

- A. Copies of audited financial statements and/or complete tax returns for each of the Proposer's (and its parent corporation, if applicable, or joint venture member or affiliate, if applicable) two (2) most recently ended fiscal years; and/or
- B. If documentation under (a) is not available, provide other proof of financial assurance.

Staff in the Office of the Controller reviewed each Proposers response to Section 4.5 of the RFP. The review consisted of reading the applicable sections of the response to the Request for Proposal, including the Transmittal Letter, Executive Summary, Section 4.5 and all related financial statements and/or supplementary information.

Below is a summary of each Proposer's response to information requested in relation to Section 4.5 of the Request for Proposal.

TracyLocke

Response to Section 4.5 of the Request for Proposal was complete. The proposer provided audited financial statements of parent company Omnicom as well as Attachment B to satisfy this section of the proposal. Staff in the Office of the Controller reviewed the financial statements and has concluded that TracyLock has sufficient financial resources to perform under the contract in accordance with Section 4.5 of the Request for Proposal.

TM Advertising

Response to Section 4.5 of the Request for Proposal was complete. The proposer provided audited financial statements to satisfy this section of the proposal. Staff in the Office of the Controller reviewed the financial statements and has concluded that TM Advertising has sufficient financial resources to perform under the contract in accordance with Section 4.5 of the Request for Proposal.

Interger

Response to Section 4.5 of the Request for Proposal was complete. The proposer provided audited financial statements of parent company Omnicom as well as Attachment B to satisfy this section of the proposal. Staff in the Office of the Controller reviewed the financial

statements and has concluded that Interger has sufficient financial resources to perform under the contract in accordance with Section 4.5 of the Request for Proposal.

LatinWorks

Response to Section 4.5 of the Request for Proposal was complete. The proposer provided audited financial statements to satisfy this section of the proposal. Staff in the Office of the Controller reviewed the financial statements and has concluded that LatinWorks International has sufficient financial resources to perform under the contract in accordance with Section 4.5 of the Request for Proposal.

EXHIBIT B

HUB SUBCONTRACTING PLAN REVIEW

RFP: 362-12-0002 – Advertising Services

Proposer's Name: TracyLocke

STATEMENT OF HUB COORDINATOR AND PURCHASING & CONTRACTS MANAGER:

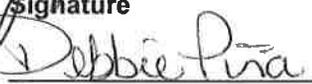
As required by Section 5.2 of the RFP for Advertising Services, the Proposer submitted a HUB Subcontracting Plan (HSP) with its Proposal. We have reviewed the HSP and summarized our findings below.

Joyce Bertolacini, HUB Coordinator


Signature

2/29/12
Date

Debbie Pina, Purchasing & Contracts Manager


Signature

2-29-12
Date

- I. Did Bidder/Proposer complete and sign the HSP form? Yes No
- II. Does Bidder/Proposer intend to subcontract? Yes No
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
 - Option 2 - Meet or exceed the HUB contract goal?
 - Option 3 - Perform HUB Outreach?

Attached hereto are (1) a spreadsheet that outlines the subcontracting opportunities identified in the Proposer's HSP and evidence of the Proposer's good faith effort; and (2) any clarifications requested from and provided by the Proposer.

DETERMINATION BY THE EXECUTIVE DIRECTOR:

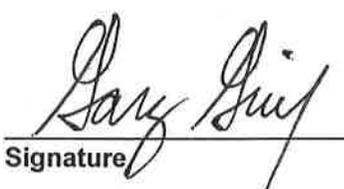
Based on my review of the above findings, and considering the totality of the circumstances of this procurement, it is my determination that TracyLocke:

(Select one)

Failed to demonstrate a good faith effort in preparing its Historically Underutilized Business Subcontracting Plan. As a result, the Proposal submitted by TracyLocke is rejected.

Demonstrated good faith in preparing its Historically Underutilized Business Subcontracting Plan and has satisfied this RFP requirement.

Gary Grief, Executive Director


Signature

3/5/12
Date

Advertising Services 362-12-0002 HSP Evaluation

TracyLocke

| No. | Subcontracting Area | Core Service | Provided Attachment A | Identified Subcontractors | Provided \$ Amt and % of Contract | Aggregate Met or Exceeded 24.6% HUB Goal | Comments |
|-----|-----------------------------|--------------|-----------------------|---------------------------|-----------------------------------|--|---|
| 1 | Advertising Agency Services | YES | YES | YES | YES | YES* | Two HUB subcontractors selected to perform 80% of contract. |

* Identified 1 Core Service with estimated participation of 80% with HUBs.

EXHIBIT B

HUB SUBCONTRACTING PLAN REVIEW

RFP: 362-12-0002 – Advertising Services

Proposer's Name: TM Advertising

STATEMENT OF HUB COORDINATOR AND PURCHASING & CONTRACTS MANAGER:

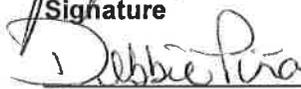
As required by Section 5.2 of the RFP for Advertising Services, the Proposer submitted a HUB Subcontracting Plan (HSP) with its Proposal. We have reviewed the HSP and summarized our findings below.

Joyce Bertolacini, HUB Coordinator


Signature

2/29/12
Date

Debbie Pina, Purchasing & Contracts Manager


Signature

2-29-12
Date

- I. Did Bidder/Proposer complete and sign the HSP form? Yes No
- II. Does Bidder/Proposer intend to subcontract? Yes No
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
 - Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
 - Option 2 - Meet or exceed the HUB contract goal?
 - Option 3 - Perform HUB Outreach?

Attached hereto are (1) a spreadsheet that outlines the subcontracting opportunities identified in the Proposer's HSP and evidence of the Proposer's good faith effort; and (2) any clarifications requested from and provided by the Proposer.

DETERMINATION BY THE EXECUTIVE DIRECTOR:

Based on my review of the above findings, and considering the totality of the circumstances of this procurement, it is my determination that TM Advertising:

(Select one)

- Failed to demonstrate a good faith effort in preparing its Historically Underutilized Business Subcontracting Plan. As a result, the Proposal submitted by TM Advertising is rejected.
- Demonstrated good faith in preparing its Historically Underutilized Business Subcontracting Plan and has satisfied this RFP requirement.

Gary Grief, Executive Director


Signature

3/5/12
Date

**Advertising Services 362-12-0002 HSP Evaluation
TM Advertising**

| No. | Subcontracting Area | Core Service | Provided Attachment A | Identified Subcontractors | Provided \$ Amt and % of Contract | Aggregate Met or Exceeded 24.6% HUB Goal | Comments |
|-----|--|--------------|-----------------------|---------------------------|-----------------------------------|--|--|
| 1 | Novelties and Advertising Specialty | YES | YES | YES | YES | YES* | |
| 2 | Souvenirs, Promotional, Advertising | YES | YES | YES | YES | | |
| 3 | Advertising, Outdoor Billboard | YES | YES | YES | YES | | |
| 4 | Audio Production | NO | YES | YES | YES | | |
| 5 | Audio Media Duplicating Services | NO | YES | YES | YES | | |
| 6 | Broadcasting Services, Radio | YES | YES | YES | YES | | |
| 7 | Broadcasting Services, Television | YES | YES | YES | YES | | HUB subcontractor selected to perform 26.875% of contract. |
| 8 | Editorial Services | YES | YES | YES | YES | | |
| 9 | Mailing Services | YES | YES | YES | YES | | |
| 10 | Newspaper and Publication Advertising | YES | YES | YES | YES | | |
| 11 | Photography | NO | YES | YES | YES | | |
| 12 | Radio Commercial Production | NO | YES | YES | YES | | |
| 13 | Television Commercial Production | NO | YES | YES | YES | | |
| 14 | Video Media Duplicating and Production | NO | YES | YES | YES | | |
| 15 | Marketing Consulting | YES | YES | YES | YES | | |
| 16 | Talent Agency Services | YES | YES | YES | YES | | |
| 17 | Courier/Delivery Services | YES | YES | YES | YES | | |
| 18 | Pre-Press, Color Separations | YES | YES | YES | YES | | |
| 19 | Offset Printing, General | NO | YES | YES | YES | | |
| 20 | Printing, Large Production Runs | NO | YES | YES | YES | | |
| 21 | Silk Screen Printing | NO | YES | YES | YES | | |
| 22 | Specialty Printing, Die Cut, etc. | NO | YES | YES | YES | | |
| 23 | Storage Space Rental | YES | YES | YES | YES | | |
| 24 | Advertising Agency Services | YES | YES | YES | YES | | HUB subcontractor selected to perform 26.563% of contract. |

*Identified 14 Core Service and 10 Non-Core Service areas with estimated participation of 90.111% with HUBs.

EXHIBIT B
HUB SUBCONTRACTING PLAN REVIEW

RFP: 362-12-0002 – Advertising Services

Proposer's Name: The Integer Group

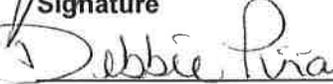
STATEMENT OF HUB COORDINATOR AND PURCHASING & CONTRACTS MANAGER:

As required by Section 5.2 of the RFP for Advertising Services, the Proposer submitted a HUB Subcontracting Plan (HSP) with its Proposal. We have reviewed the HSP and summarized our findings below.

Joyce Bertolacini, HUB Coordinator


Signature _____ Date 2/29/12

Debbie Pina, Purchasing & Contracts Manager


Signature _____ Date 2-29-12

- I. Did Bidder/Proposer complete and sign the HSP form? Yes No
- II. Does Bidder/Proposer intend to subcontract? Yes No
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
 - Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
 - Option 2 - Meet or exceed the HUB contract goal?
 - Option 3 - Perform HUB Outreach?

Attached hereto are (1) a spreadsheet that outlines the subcontracting opportunities identified in the Proposer's HSP and evidence of the Proposer's good faith effort; and (2) any clarifications requested from and provided by the Proposer.

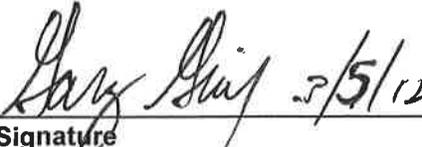
DETERMINATION BY THE EXECUTIVE DIRECTOR:

Based on my review of the above findings, and considering the totality of the circumstances of this procurement, it is my determination that The Integer Group:

(Select one)

- Failed to demonstrate a good faith effort in preparing its Historically Underutilized Business Subcontracting Plan. As a result, the Proposal submitted by The Integer Group is rejected.
- Demonstrated good faith in preparing its Historically Underutilized Business Subcontracting Plan and has satisfied this RFP requirement.

Gary Grief, Executive Director


Signature _____ Date 2/5/12

Advertising Services 362-12-0002 HSP Evaluation

The Integer Group

| No. | Subcontracting Area | Core Service | Provided Attachment A | Identified Subcontractors | Provided \$ Amt and % of Contract | Aggregate Met or Exceeded 24.6% HUB Goal | Comments |
|-----|---------------------------------------|--------------|-----------------------|---------------------------|-----------------------------------|--|---|
| 1 | Souvenirs, Promotional, Advertising | YES | YES | YES | YES | YES* | |
| 2 | Mailing Services | YES | YES | YES | YES | | |
| 3 | Advertising Agency Services, Hispanic | YES | YES | YES | YES | | |
| 4 | Advertising, Media Buying Services | YES | YES | YES | YES | | HUB subcontractor selected to perform 74.09% of contract. |
| 5 | Editorial Services | YES | YES | YES | YES | | |
| 6 | Sign Making Services | YES | YES | YES | YES | | |
| 7 | Courier/Delivery Services | YES | YES | YES | YES | | |
| 8 | Translation Services | YES | YES | YES | YES | | |
| 9 | Talent Agency Services | YES | YES | YES | YES | | |
| 10 | Artists, Digital Artists | YES | YES | YES | YES | | |
| 11 | Legal Services, Attorneys | YES | YES | YES | YES | | |
| 12 | Marketing Research Services | YES | YES | YES | YES | | |
| 13 | TV Production | NO | YES | YES | YES | | |
| 14 | Photography | NO | YES | YES | YES | | |
| 15 | Radio Production | NO | YES | YES | YES | | |
| 16 | Offset Printing, Up to 25,000 | NO | YES | YES | YES | | |
| 17 | Printing, Up to 1000,000 | NO | YES | YES | YES | | |
| 18 | Silk Screen Printing | NO | YES | YES | YES | | |
| 19 | Specialty Printing | NO | YES | YES | YES | | |
| 20 | Audio Production | NO | YES | YES | YES | | |

*Identified 12 Core Service and 8 Non-Core Service areas with estimated participation of 81.5% with HUBs.

EXHIBIT B

HUB SUBCONTRACTING PLAN REVIEW

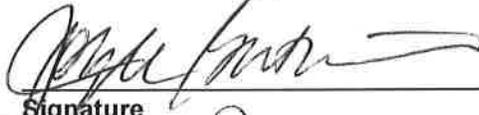
RFP: 362-12-0002 – Advertising Services

Proposer's Name: Latinworks Marketing, LLC

STATEMENT OF HUB COORDINATOR AND PURCHASING & CONTRACTS MANAGER:

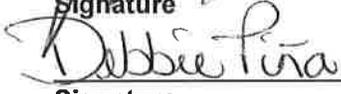
As required by Section 5.2 of the RFP for Advertising Services, the Proposer submitted a HUB Subcontracting Plan (HSP) with its Proposal. We have reviewed the HSP and summarized our findings below.

Joyce Bertolacini, HUB Coordinator


Signature

2/29/12
Date

Debbie Pina, Purchasing & Contracts Manager


Signature

2-29-12
Date

- I. Did Bidder/Proposer complete and sign the HSP form? Yes No
- II. Does Bidder/Proposer intend to subcontract? Yes No
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
 - Option 2 - Meet or exceed the HUB contract goal?
 - Option 3 - Perform HUB Outreach?

Attached hereto are (1) a spreadsheet that outlines the subcontracting opportunities identified in the Proposer's HSP and evidence of the Proposer's good faith effort; and (2) any clarifications requested from and provided by the Proposer.

DETERMINATION BY THE EXECUTIVE DIRECTOR:

Based on my review of the above findings, and considering the totality of the circumstances of this procurement, it is my determination that Latinworks Marketing, LLC:

(Select one)

- Failed to demonstrate a good faith effort in preparing its Historically Underutilized Business Subcontracting Plan. As a result, the Proposal submitted by Latinworks Marketing, LLC is rejected.
- Demonstrated good faith in preparing its Historically Underutilized Business Subcontracting Plan and has satisfied this RFP requirement.

Gary Grief, Executive Director


Signature

3/5/12
Date

Advertising Services 362-12-0002 HSP Evaluation
Latinworks Marketing, LLC

| No. | Subcontracting Area | Core Service | Provided Attachment A | Identified Subcontractors | Provided \$ Amt and % of Contract | Aggregate Met or Exceeded 24.6% HUB Goal | Comments |
|-----|--|--------------|-----------------------|---------------------------|-----------------------------------|--|--|
| 1 | Advertising Agency Services | YES | YES | YES | YES | YES* | HUB subcontractor selected to perform 26.6% of contract. |
| 2 | Webpage Design, Management & Maintenance | YES | YES | YES | YES | | |
| 3 | Storage Space Rental or Lease | YES | YES | YES | YES | | |
| 4 | Novelties & Advertising Specialty Products | YES | YES | YES | YES | | HUB subcontractor selected for this area was de-certified. |
| 5 | Souvenirs | YES | YES | YES | YES | | HUB subcontractor selected for this area was de-certified. |
| 6 | Display and Showroom Equipment and Supplies | YES | YES | YES | YES | | HUB subcontractor selected for this area was de-certified. |
| 7 | Sign Making Services | YES | YES | YES | YES | | HUB subcontractor selected for this area was de-certified. |
| 8 | Pre-Press Services | YES | YES | YES | YES | | HUB subcontractor selected for this area was de-certified. |
| 9 | Courier/Delivery Services | YES | YES | YES | YES | | |
| 10 | Legal Services | YES | YES | YES | YES | | |
| 11 | Amusement and Entertainment | YES | YES | YES | YES | | |
| 12 | Party, Holiday and Event Decorating Services | YES | YES | YES | YES | | |
| 13 | Marketing Services | YES | YES | YES | YES | | |
| 14 | Mailing Services | YES | YES | YES | YES | | |
| 15 | Mail Services, Express | YES | YES | YES | YES | | |

*Identified 15 Core Service areas with estimated participation of 27.27% with HUBs. However, one subcontractor selected for five areas was de-certified, and could not be counted toward the HUB goal, decreasing the estimated participation to 26.60%

NOTE: Latinworks did not check some boxes on its HSP forms, and made some minor technical errors. The TLC requested clarification on these issues, in addition to the issue of the de-certified HUB subcontractor. (above) Latinworks responded by providing a corrected HSP form (see attached).

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Latin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 875 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 200 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 245 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 150 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1470 |
| TOTAL | 2000 | 100% | 1970 |

Toni Erickson
Evaluator Name

Toni Erickson
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM Advertising

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 600 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 120 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 175 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 90 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 985 |
| TOTAL | 2000 | 100% | 1477 |

Toni Erickson
Evaluator Name

Toni Erickson
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Tracy Locke

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 540 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 100 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 165 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 120 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 925 |
| TOTAL | 2000 | 100% | 1404 |

Toni Erickson
Evaluator Name

Toni Erickson
Signature

5/1/2
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Integer

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 540 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 140 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 150 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 90 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 920 |
| TOTAL | 2000 | 100% | 1277 |

Toni Erickson

Evaluator Name

Toni Erickson

Signature

5/1/12

Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Latin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 850 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 180 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 230 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 120 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1380 |
| TOTAL | 2000 | 100% | 1880 |

Andrew Leeper
Evaluator Name

[Signature]
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 510 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 130 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 160 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 120 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 920 |
| TOTAL | 2000 | 100% | 1412 |

Andrew Leeper
Evaluator Name

[Signature]
Signature

5/11/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Tracy Locke

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 490 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 110 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 140 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 130 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 870 |
| TOTAL | 2000 | 100% | 1349 |

Andrew Leeper
Evaluator Name


Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Integer

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 400 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 90 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 80 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 60 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 630 |
| TOTAL | 2000 | 100% | 987 |

Andrew Leeper
Evaluator Name

[Signature]
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Latin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 875 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 190 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 240 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 145 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1450 |
| TOTAL | 2000 | 100% | 1950 |

Ray Page
Evaluator Name

Raymond C. Page
Signature

5.1.12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 625 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 130 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 170 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 110 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1035 |
| TOTAL | 2000 | 100% | 1527 |

Ray Page
Evaluator Name

Raymond C. Page
Signature

5.1.12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TracyLock

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 580 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 100 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 150 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 90 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 920 |
| TOTAL | 2000 | 100% | 1399 |

Ray Page
Evaluator Name

Raymond C. Page
Signature

5.1.12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Integer

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 500 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 125 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 170 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 90 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 885 |
| TOTAL | 2000 | 100% | 1242 |

Ray Page
Evaluator Name

Raymond C. Page
Signature

5.1.12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Latin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 890 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 200 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 250 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 145 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1485 |
| TOTAL | 2000 | 100% | 1985 |

Ed Rogers
Evaluator Name

Ed Rogers
Signature

5-1-12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 880 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 190 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 250 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 140 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1460 |
| TOTAL | 2000 | 100% | 1952 |

Ed Rogers
Evaluator Name

Ed Roge
Signature

5-1-12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Tracy Locke

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 875 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 190 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 245 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 145 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1455 |
| TOTAL | 2000 | 100% | 1934 |

Ed Rogers
Evaluator Name

Ed Roger
Signature

5-1-12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Integer

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 870 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 185 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 240 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 135 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1430 |
| TOTAL | 2000 | 100% | 1787 |

Ed Rogers
Evaluator Name

Ed Rogers
Signature

5-12-
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME LATIN WORKS

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 855 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 190 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 238 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 135 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1473 1418 |
| TOTAL | 2000 | 100% | 500 1918 |

MICHAEL ANGER
Evaluator Name

[Signature]
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TRACY LOCKE

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 720 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 170 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 213 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 135 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1238 |
| TOTAL | 2000 | 100% | 1717 |

MICHAEL ANGER
Evaluator Name


Signature

5/11/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 765 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 180 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 225 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 135 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1305 |
| TOTAL | 2000 | 100% | 1797 |

MICHAEL ANGER
Evaluator Name

[Signature]
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME INTELLER

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 630 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 180 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 163 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 98 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1071 |
| TOTAL | 2000 | 100% | 1428 |

MICHAEL ANGER
Evaluator Name

[Signature]
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Latin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 875 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 200 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 250 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 140 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1465 |
| TOTAL | 2000 | 100% | 1965 |

Heidi Moreno
Evaluator Name

Heidi Moreno
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 700 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 100 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 175 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 100 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1075 |
| TOTAL | 2000 | 100% | 1567 |

Heidi Moreno
Evaluator Name

Heidi Moreno
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Tracy Locke

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 650 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 100 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 200 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 100 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1050 |
| TOTAL | 2000 | 100% | 1529 |

Heidi Moreno
Evaluators Name

Heidi Moreno
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Integer

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 600 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 150 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 100 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 100 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 950 |
| TOTAL | 2000 | 100% | 1307 |

Heidi Moreno
Evaluator Name

Heidi Moreno
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Latin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 900 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 200 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 250 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 150 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1500 |
| TOTAL | 2000 | 100% | 2000 |

Robert Turloni
Evaluator Name

[Signature]
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 650 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 200 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 225 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 125 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1200 |
| TOTAL | 2000 | 100% | 1692 |

Robert Tirloni

Evaluator Name

[Signature]

Signature

5/1/12

Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TL

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 525 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 100 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 225 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 125 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 975 |
| TOTAL | 2000 | 100% | 1454 |

Robert Tiriboni
Evaluator Name

[Signature]
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Integer

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 450 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 200 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 100 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 75 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 825 |
| TOTAL | 2000 | 100% | 1182 |

Robert Tifloni
Evaluator Name

[Signature]
Signature

5/11/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Latin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 825 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 190 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 245 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 150 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1410 |
| TOTAL | 2000 | 100% | 1910 |

Michael R. Fernandez
Evaluator Name

Michael R. Fernandez
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME T.M.

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 500 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 150 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 175 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 150 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 975 |
| TOTAL | 2000 | 100% | 1467 |

Michael R. Fernandez
Evaluator Name

Michael R. Fernandez
Signature

5/1/12
Date

ATTACHMENT G SCORING MATRIX

PROPOSER NAME Tracy Locke

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 400 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 125 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 150 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 150 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 825 |
| TOTAL | 2000 | 100% | 1304 |

Michael R. Fernandez
Evaluator Name

Michael R. Fernandez
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Fenteger

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|------------------------|-------------------|-----------------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 380 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 130 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 150 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 150 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 810 |
| TOTAL | 2000 | 100% | 1167 |

Michael R. Fernandez
Evaluator Name

Michael R. Fernandez
Signature

5/1/12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Latin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 885 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 195 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 240 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 150 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1,470 |
| TOTAL | 2000 | 100% | 1,970 |

Kathy Pyka
Evaluator Name

Kathy Pyka
Signature

5-1-2012
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 770 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 160 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 180 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 140 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1,250 |
| TOTAL | 2000 | 100% | 1,742 |

Kathy Pyka
Evaluator Name

Kathy Pyka
Signature

5-1-2012
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Tracy Louce

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 740 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 140 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 180 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 140 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1,200 |
| TOTAL | 2000 | 100% | 1,679 |

Kathy Ryka
Evaluator Name

Kathy Ryka
Signature

5-1-2012
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Integer

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 710 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 185 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 165 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 135 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1195 |
| TOTAL | 2000 | 100% | 1552 |

Kathy Ryka
Evaluator Name

Kathy Ryka
Signature

5-1-2012
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Lafin Works

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 500 |
| Cost Proposal Subtotal | 500 | 25% | 500 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 875 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 200 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 240 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 150 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1465 |
| TOTAL | 2000 | 100% | 1965 |

Nelda Trevino
Evaluator Name

Nelda Trevino
Signature

5.1.12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME TM

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 492 |
| Cost Proposal Subtotal | 500 | 25% | 492 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 810 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 180 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 225 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 135 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1350 |
| TOTAL | 2000 | 100% | 1842 |

Nelda Trevino
Evaluator Name

Nelda Trevino
Signature

5.1.12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Tracy Locke

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 479 |
| Cost Proposal Subtotal | 500 | 25% | 479 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 720 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 160 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 225 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 135 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1240 |
| TOTAL | 2000 | 100% | 1719 |

Nelda Trevino
Evaluator Name

Nelda Trevino
Signature

5.1.12
Date

**ATTACHMENT G
SCORING MATRIX**

PROPOSER NAME Integer

| Advertising Services RFP | Possible Points | % of Total | Points Awarded |
|--|-----------------|-------------|----------------|
| The Proposer's price to provide the goods or services | 500 | 25% | 357 |
| Cost Proposal Subtotal | 500 | 25% | 357 |
| The probable quality of the offered goods and/or services. | 900 | 45% | 700 |
| The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: | | | |
| The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities. | 200 | 10% | 180 |
| The qualifications of the Proposer's personnel. | 250 | 12.5% | 250 |
| The experience of the Proposer in providing the requested goods or services. | 150 | 7.5% | 110 |
| The financial status of the Proposer. | Pass/Fail | - | Pass |
| Whether the Proposer performed the good faith effort required by the HUB subcontracting plan. | Pass/Fail | - | Pass |
| Technical Proposal Subtotal | 1500 | 75% | 1240 |
| TOTAL | 2000 | 100% | 1547 |

Nelda Trevino
Evaluator Name

Nelda Trevino
Signature

5.1.12
Date