

**RFP No. 5862 Corpus Christi Water Marketing & Communicatic**  
**Proposal Score Summary**

<b>Proposal Evaluation</b>	<b>Score</b>
<b>Financial Capacity</b>	<b>Pass/Fail</b>
Required five years in business	Pass/Fail
No material lawsuits during last 5 years	Pass/Fail
No material regulatory issues last 5 years	Pass/Fail
References Provided for Firm	Pass/Fail
<b>Technical Proposal</b>	
Creative Process/Methods	<b>25</b>
Team Identification	<b>25</b>
Understanding of Project Scope	<b>30</b>
<b>Pricing</b>	
Price	<b>20</b>
<b>Final Scores</b>	<b>100</b>

on Campaign

MDR Advertising
Pass
✓
✓
✓
✓
16.5
16.5
19.8
20.0
72.8