

<b>EXHIBIT B</b>				
<b>RFP 23-001 Scoring Worksheet: Transit Bus Advertising</b>				
<b>Firm Name:</b>		<b>Fuel Media Holdings LLC</b>		
	<b>Range of possible scores per criterion</b>	<b>Score assigned</b>		<b>Comments/considerations</b>
<b>Company experience, staffing, and capabilities</b>				
	<b>0-10</b>			
Unresponsive	0-1		Submittal lacks required information to evaluate the proposal or firm demonstrates no experience in transit marketing and advertising.	
Acceptable	2-4		Team members have less than 5 years experience in transit marketing and advertising. Firm has some directly related experience and has completed limited in transit marketing and advertising.	
Advantageous	5-7		Team members have at least 5 years experience in transit marketing and advertising. Firm has significant experience completing multiple projects that reflect the scope in RFP Section B.	
Highly advantageous	8-10	9	Team members have experience that surpasses aforementioned standards. Highly experienced firm has completed extensive work in transit marketing and advertising. Firm has a significant track record of highly successful work demonstrating expert knowledge and skill.	
<b>Criterion score</b>		<b>9</b>		
<b>Marketing and Sales Plan</b>				
	<b>0-10</b>			
Unresponsive	0-1		Submittal lacks required information to evaluate the proposal or approach and methodology are not clearly stated.	
Acceptable	2-4		Firm's approach and methodology includes a satisfactory description of a plan to capitalize on paid advertising opportunities as well as how they will implement that plan.	
Advantageous	5-7		Firm's approach and methodology includes a clear and concise description of a plan to capitalize on paid advertising opportunities as well as implementation of that plan.	
Highly advantageous	8-10	8	Firm's approach and methodology provides comprehensive planning and implementation of transit advertising aforementioned standards .	
<b>Criterion score</b>		<b>8</b>		
<b>Qualifications and References</b>				
	<b>0-10</b>			
Unresponsive	0-1		Submittal lacks required information to evaluate the proposal or firm demonstrates minimal qualifications and references.	
Acceptable	2-4		Firm provided some information showing team's performance, capacity to work successfully together and depth of experience on similar assignments ; submittal includes less than 5 examples of successful advertising projects; submittal includes 3 references.	

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	Range of possible scores per criterion	Score assigned		Comments/considerations
Advantageous	5-7		Firm's narrative demonstrates team's performance, capacity to work successfully together and depth of experience on similar assignments ; submittal includes 5 examples of successful advertising projects; submittal includes 3 references.	
Highly advantageous	8-10	8	Firm's performance, capacity to work successfully together and depth of experience surpasses aforementioned standards demonstrating exemplary advertising projects; submittal includes 3 references	
<b>Criterion score</b>		<b>8</b>		
<b>Revenue and Minimum Guarantee</b>		<b>0-70</b>		
Formula score between 0 &16 (Score determined by formula; negative score gets 0)	0-16	4	Revenue scores are determined by the proposal with the highest total revenue; highest revenues gets the maximum number of revenue points; remaining proposals are rated using the following formula:  $[1 + (B-A)/A] \times C = \text{Final Revenue Score}$  A = Highest Offeror's Revenue B = Offeror's revenue being scored C = maximum number of revenue points available	
Formula score between 17 & 34 (Score determined by formula)	17-34		Revenue scores are determined by the proposal with the highest total revenue; highest revenues gets the maximum number of revenue points; remaining proposals are rated using the following formula:  $[1 + (B-A)/A] \times C = \text{Final Revenue Score}$  A = Highest Offeror's Revenue B = Offeror's revenue being scored C = maximum number of revenue points available	
Formula score between 35 & 52 (Score determined by formula)	35-52		Revenue scores are determined by the proposal with the highest total revenue; highest revenues gets the maximum number of revenue points; remaining proposals are rated using the following formula:  $[1 + (B-A)/A] \times C = \text{Final Revenue Score}$  A = Highest Offeror's Revenue B = Offeror's revenue being scored C = maximum number of revenue points available	
Highest cost proposal (Gets max points)	53-70		Revenue scores are determined by the proposal with the highest total revenue; highest revenues gets the maximum number of revenue points; remaining proposals are rated using the following formula:  $[1 + (B-A)/A] \times C = \text{Final Revenue Score}$  A = Highest Offeror's Revenue B = Offeror's revenue being scored C = maximum number of revenue points available	
<b>Criterion score</b>		<b>4</b>		

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	Range of possible scores per criterion	Score assigned	Comments/considerations
<b>Total firm score</b>		<b>29</b>	
<b>SCORER NAME/ SIGNATURE/ DATE</b>	Alison Higgins May 3, 2023		