| EXHIBIT B |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| RFP 23-001 Scoring Worksheet: Transit Bus Advertising |  |  |  |  |
| Firm Name: Fuel Media Holdings LLC |  |  |  |  |
|  | Range of possible scores per criterion | Score assigned |  | Comments/considerations |
| Company experience, staffing, and capabilities | 0-10 |  |  |  |
| 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. |  |
| Criterion score |  | 9 |  |  |
| Marketing and Sales Plan | 0-10 |  |  |  |
| 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 capitilize 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 capitilize 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 . |  |
| Criterion score 8 |  |  |  |  |
| Qualifications and References | 0-10 |  |  |  |
| 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 adverstising projects; submittal includes 3 references. |  |


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| :---: | :---: | :---: | :---: | :---: |
| RFP 23-001 Scoring Worksheet: Transit Bus Advertising |  |  |  |  |
| Firm Name: Fuel Media Holdings LLC |  |  |  |  |
|  | 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 adverstising 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 explemplary advertising projects; submittal includes 3 references |  |
| Criterion score 8 |  |  |  |  |
| Revenue and Minimum Guarantee | 0-70 |  |  |  |
| 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: <br> $[1+(B-A) / A] \times C=$ Final Revenue Score <br> A = Highest Offeror's Revenue <br> $B=$ Offeror's revenue being scored <br> $C=$ 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: <br> $[1+(B-A) / A] \times C=$ Final Revenue Score <br> A = Highest Offeror's Revenue <br> $B=$ Offeror's revenue being scored <br> $C$ = 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: <br> $[1+(B-A) / A] \times C=$ Final Revenue Score <br> A = Highest Offeror's Revenue <br> $B=$ Offeror's revenue being scored <br> $C$ = 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: <br> $[1+(B-A) / A] \times C=$ Final Revenue Score <br> A = Highest Offeror's Revenue <br> $B=$ Offeror's revenue being scored <br> $\mathrm{C}=$ maximum number of revenue points available |  |
| Criterion score |  | 4 |  |  |


| EXHIBIT B |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Firm Name: | RFP 23-001 Scoring Worksheet: Transit Bus Advertising |  |  |  |
|  | Fuel Media Holdings LLC |  |  |  |
|  | Range of <br> possible scores <br> per criterion | Score <br> assigned |  | Comments/considerations |


| Total firm score | 29 |
| :---: | :---: |
| SCORER NAME/ |  |
| SIGNATURE/ DATE | Alison Higgins May 3, 2023 |

