

CRITERIA

Points	Criteria
0-25	Experience managing timelines, budget, and creative development and deployment of assets for a public awareness campaign or program.
0-5	Experience developing, managing, or facilitating a successful <i>statewide</i> public awareness campaign.
0-15	Experience identifying, setting, and tracking relevant metrics of success for a public awareness campaign or program.
0-20	Experience working/partnering with entities such as Texas communities, water providers, media, creative agencies, and other organizations to further the mission and goals of a public awareness campaign or program.
0-5	Relevant experience in Texas water issues.
0-20	Proposed campaign development plan and timeline.
0-10	Ability to financially supplement and sustain the statewide water campaign.
Maximum points possible = 100	