

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)
RFP 4-2080 Pacific Surfliner Field Marketing Services**

The Abbi Agency						Weights	Overall Score
Eval. Number	1	2	3	4	5		
Qualifications of Firm	5.0	5.0	5.0	5.0	5.0	5	25.0
Staffing/Proj. Organization	4.5	4.5	4.5	4.5	4.5	5	22.5
Work Plan	4.5	4.5	4.5	4.5	4.5	6	27.0
Cost and Price	3.6	3.6	3.6	3.6	3.6	4	14.4
Overall Score	88.9	88.9	88.9	88.9	88.9		89

Rocket Launch Marketing and Public Relations						Weights	Overall Score
Eval. Number	1	2	3	4	5		
Qualifications of Firm	3.5	3.5	3.5	3.5	3.5	5	17.5
Staffing/Proj. Organization	4.0	4.0	3.5	4.0	4.0	5	19.5
Work Plan	4.0	4.0	3.5	4.0	4.0	6	23.4
Cost and Price	2.8	2.8	2.8	2.8	2.8	4	11.2
Overall Score	72.7	72.7	67.2	72.7	72.7		72

Range of scores for non-short-listed firms was 22 to 68.