

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-listed Firms)**  
**Request for Proposals 7-1687 Pacific Surfliner Marketing Services (Project A)**

<b>Webb &amp; Duffy's, doing business as Truth and Advertising</b>					<b>Weights</b>	<b>Overall Score</b>
<b>Evaluator Number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>		
Qualifications of Firm	4.0	4.0	4.0	3.5	5	19.4
Staffing/Project Organization	3.5	4.0	4.0	3.0	5	18.1
Work Plan	4.0	4.5	4.0	4.0	6	24.8
Cost and Price	4.5	4.5	4.5	4.5	4	18.0
<b>Overall Score</b>	<b>79.5</b>	<b>85.0</b>	<b>82.0</b>	<b>74.5</b>		<b>80.3</b>

<b>PRR, Inc.</b>					<b>Weights</b>	<b>Overall Score</b>
<b>Evaluator Number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>		
Qualifications of Firm	4.0	4.0	4.0	4.0	5	20.0
Staffing/Project Organization	3.5	3.5	3.0	3.5	5	16.9
Work Plan	4.0	4.0	4.0	4.0	6	24.0
Cost and Price	3.0	3.0	3.0	3.0	4	12.0
<b>Overall Score</b>	<b>73.5</b>	<b>73.5</b>	<b>71.0</b>	<b>73.5</b>		<b>72.9</b>

Range of scores of non-short-listed firms is 55 to 68.