

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

Webb & Duffy's, doing business as Truth and Advertising					Weights	Overall Score
Evaluator Number	1	2	3	4		
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
Overall Score	79.5	85.0	82.0	74.5		80.3

Civilian, Inc.					Weights	Overall Score
Evaluator Number	1	2	3	4		
Qualifications of Firm	4.0	4.0	4.0	3.5	5	19.4
Staffing/Project Organization	3.5	4.0	3.5	3.5	5	18.1
Work Plan	3.5	3.0	3.5	3.5	6	20.3
Cost and Price	2.8	2.8	2.8	2.8	4	11.2
Overall Score	69.7	69.2	69.7	67.2		69.0

Range of scores of non-short-listed firms is 55 to 60.