

**PROPOSAL EVALUATION CRITERIA MATRIX**  
**RFP 8-1795 Pacific Surfliner Marketing Services (Project A)**

<b>Civilian, 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	4.0	4.0	4.0	4.0	5	20.0
Work Plan	4.0	4.0	4.0	4.0	6	24.0
Cost and Price	3.6	3.6	3.6	3.6	4	14.4
<b>Overall Score</b>	<b>78.4</b>	<b>78.4</b>	<b>78.4</b>	<b>78.4</b>		<b>78</b>

<b>Sensis, 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	3.0	4.0	5	18.8
Staffing/Project Organization	3.0	3.5	3.0	3.5	5	16.3
Work Plan	3.5	3.5	3.5	3.5	6	21.0
Cost and Price	4.0	4.0	4.0	4.0	4	16.0
<b>Overall Score</b>	<b>72.0</b>	<b>74.5</b>	<b>67.0</b>	<b>74.5</b>		<b>72</b>

Range of scores for non-short-listed firms was 24 to 61.