

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

<b>Monarch Sport, LLC</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	3.5	4.0	3.5	4.0	5	18.8
Staffing/Project Organization	3.5	4.0	3.5	4.0	5	18.8
Work Plan	4.0	4.0	4.0	4.0	6	24.0
Cost and Price	5.0	5.0	5.0	5.0	4	20.0
<b>Overall Score</b>	<b>79.0</b>	<b>84.0</b>	<b>79.0</b>	<b>84.0</b>		<b>82</b>

Range of scores for other firms was 41 to 57.