

**PROPOSAL EVALUATION CRITERIA MATRIX
RFP 0-2025 Pacific Surfliner Digital Marketing Services (Short-Listed Firms)**

GoSeeTell Network, doing business as Sparkloft Media					Weights	Overall Score
Evaluator Number	1	2	3	4		
Qualifications of Firm	3.5	4.0	4.0	4.0	5	19.4
Staffing/Project Organization	4.0	4.0	4.0	4.0	5	20.0
Work Plan	4.0	4.0	4.5	4.0	6	24.8
Cost and Price	2.8	2.8	2.8	2.8	4	11.2
Overall Score	72.7	75.2	78.2	75.2		75
Clockwork Media, LLC					Weights	Overall Score
Evaluator Number	1	2	3	4		
Qualifications of Firm	3.5	2.5	3.0	3.5	5	15.6
Staffing/Project Organization	3.5	3.0	3.0	3.5	5	16.3
Work Plan	3.5	3.5	3.0	3.5	6	20.3
Cost and Price	3.2	3.2	3.2	3.2	4	12.8
Overall Score	68.8	61.3	60.8	68.8		65

Range of scores for non-short-listed firms was 47 to 62.