

**PROPOSAL EVALUATION CRITERIA MATRIX (SHORT-LISTED FIRMS)**

**Request For Proposals 2-2392 Express Lanes Marketing Program Services**

<b>Webb and Duffy, Inc., dba 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>	<b>5</b>		
Qualifications of Firm	4.5	4.5	4.0	4.5	4.5	5	22.0
Staffing/Project Organization	4.0	4.5	4.0	4.0	4.0	5	20.5
Work Plan	4.0	4.5	4.0	4.5	4.5	6	25.8
Cost and Price	5.0	5.0	5.0	5.0	5.0	4	20.0
<b>Overall Score</b>	<b>86.5</b>	<b>92.0</b>	<b>84.0</b>	<b>89.5</b>	<b>89.5</b>		<b>88</b>
<b>We the Creative</b>						<b>Weights</b>	<b>Overall Score</b>
<b>Evaluator Number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
Qualifications of Firm	4.0	4.0	4.0	4.0	4.0	5	20.0
Staffing/Project Organization	4.0	4.0	4.0	4.0	4.0	5	20.0
Work Plan	3.5	3.5	3.5	3.0	3.5	6	20.4
Cost and Price	4.9	4.9	4.9	4.9	4.9	4	19.6
<b>Overall Score</b>	<b>80.6</b>	<b>80.6</b>	<b>80.6</b>	<b>77.6</b>	<b>80.6</b>		<b>80</b>

Range of scores for non-short-listed firms was 62 to 69.