

PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)
RFP 0-2104 Public Outreach for State Route 55 Improvement Project

Costin Public Outreach Group							Weights	Overall Score
Evaluator Number	1	2	3	4	5	6		
Qualifications of Firm	4.5	4.5	4.5	4.5	4.5	5.0	4	18.3
Staffing/Project Organization	4.5	4.5	4.5	4.0	4.0	4.0	6	25.5
Work Plan	4.5	4.5	4.5	4.0	4.5	4.0	6	26.0
Cost and Price	4.3	4.3	4.3	4.3	4.3	4.3	4	17.2
Overall Score	89.2	89.2	89.2	83.2	86.2	85.2		87

McCormick-Busse, Inc. dba MBI Media							Weights	Overall Score
Evaluator Number	1	2	3	4	5	6		
Qualifications of Firm	3.5	3.5	3.5	3.5	4.0	4.0	4	14.7
Staffing/Project Organization	4.0	3.5	3.5	4.0	3.5	4.0	6	22.5
Work Plan	4.0	4.0	3.5	3.5	3.5	3.5	6	22.0
Cost and Price	5.0	5.0	5.0	5.0	5.0	5.0	4	20.0
Overall Score	82.0	79.0	76.0	79.0	78.0	81.0		79

Westbound Communications, Inc.							Weights	Overall Score
Evaluator Number	1	2	3	4	5	6		
Qualifications of Firm	4.0	4.5	4.5	4.5	4.5	4.0	4	17.3
Staffing/Project Organization	4.0	3.5	4.0	3.5	4.0	4.0	6	23.0
Work Plan	4.0	4.0	4.0	4.0	4.0	4.0	6	24.0
Cost and Price	3.6	3.6	3.6	3.6	3.6	3.6	4	14.4
Overall Score	78.4	77.4	80.4	77.4	80.4	78.4		79

Range of score for non-short-listed firms was 34 to 51.