

ATTACHMENT B

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)
RFP 3-2607 Rideshare and Vanpool Marketing Services**

JOVENVILLE, LLC, DOING BUSINESS AS WE THE CREATIVE						Weights	Overall Score
Evaluator Number	1	2	3	4	5		
Qualifications of Firm	4.0	4.5	4.5	4.5	4.0	5	21.5
Staffing/Project Organization	4.0	4.5	4.0	3.5	4.0	4	16.0
Work Plan	4.5	4.5	4.0	4.0	4.5	6	25.8
Cost and Price	4.98	4.98	4.98	4.98	4.98	5	24.9
Overall Score	87.9	92.4	87.4	85.4	87.9		88

LOMA MEDIA						Weights	Overall Score
Evaluator Number	1	2	3	4	5		
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	4	16.0
Work Plan	4.0	3.5	4.0	4.0	4.0	6	23.4
Cost and Price	5.00	5.00	5.00	5.00	5.00	5	25.0
Overall Score	85.0	82.0	85.0	85.0	85.0		84

Score for non-short-listed firm was 55.