

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-listed Firms)**  
**RFP 6-1526: PUBLIC AWARENESS SERVICES FOR OC STREETCAR**

<b>FIRM: KATZ AND ASSOCIATES</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>	<b>6</b>		
Qualifications of Firm	4.0	4.5	4.5	4.0	4.0	4.0	5	20.8
Staffing/Project Organization	3.5	4.0	4.0	3.5	3.0	3.5	5	17.9
Work Plan	4.0	4.5	4.0	4.5	4.0	4.0	6	25.0
Cost and Price	4.9	4.9	4.9	4.9	4.9	4.9	4	19.6
<b>Overall Score</b>	<b>81.1</b>	<b>89.1</b>	<b>86.1</b>	<b>84.1</b>	<b>78.6</b>	<b>81.1</b>		<b>83</b>
<b>FIRM: BARRANTES ENTERPRISES INC., DBA THE SIERRA GROUP</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>	<b>6</b>		
Qualifications of Firm	4.0	3.5	4.0	3.5	4.0	3.5	5	18.8
Staffing/Project Organization	4.0	4.0	4.0	4.0	4.0	4.0	5	20.0
Work Plan	4.0	3.5	4.0	3.5	4.0	4.0	6	23.0
Cost and Price	5.0	5.0	5.0	5.0	5.0	5.0	4	20.0
<b>Overall Score</b>	<b>84.0</b>	<b>78.5</b>	<b>84.0</b>	<b>78.5</b>	<b>84.0</b>	<b>81.5</b>		<b>82</b>

The range of scores for the non-short-listed firms was 31-50 (does not include Cost and Price score).