

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms),  
RFP 8-2086 Public Communications and Community Outreach for the Interstate 5  
Improvement Project from State Route 73 to El Toro Road**

<b>TRC Solutions, Inc.</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	4	16.0
Staffing/Project Organization	4.0	4.0	4.0	4.0	4.0	6	24.0
Work Plan	4.5	4.0	4.0	4.0	4.0	6	24.6
Cost and Price	5.0	5.0	5.0	5.0	5.0	4	20.0
<b>Overall Score</b>	<b>87.0</b>	<b>84.0</b>	<b>84.0</b>	<b>84.0</b>	<b>84.0</b>		<b>85</b>
<b>Communications Lab</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	4.5	4.0	4.0	4	16.4
Staffing/Project Organization	3.5	4.0	4.0	4.0	4.0	6	23.4
Work Plan	3.5	4.0	4.5	4.5	4.5	6	25.2
Cost and Price	3.9	3.9	3.9	3.9	3.9	4	15.6
<b>Overall Score</b>	<b>73.6</b>	<b>79.6</b>	<b>84.6</b>	<b>82.6</b>	<b>82.6</b>		<b>81</b>
<b>Westbound Communications, Inc.</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	4.5	4.0	4	16.4
Staffing/Project Organization	3.5	3.5	3.5	4.0	4.0	6	22.2
Work Plan	3.5	3.5	3.5	4.0	3.5	6	21.6
Cost and Price	4.0	4.0	4.0	4.0	4.0	4	16.0
<b>Overall Score</b>	<b>74.0</b>	<b>74.0</b>	<b>74.0</b>	<b>82.0</b>	<b>77.0</b>		<b>76</b>

The range of scores for the non-short-listed firms was 39 to 56 without cost and price.