

PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)
RFP 9-1433 Safe Travels Education Program Campaign

Alta Planning + Design						Weightings	Overall Score
Evaluator Number	1	2	3	4	5		
Qualifications of Firm	4.50	4.00	4.00	4.50	4.50	5	22
Staffing/Project Organization	4.00	4.00	4.00	4.00	3.00	7	27
Work Plan	4.00	4.50	4.00	4.50	4.00	4	17
Cost and Price	4.80	4.80	4.80	4.80	4.80	4	19
Overall Score	85.7	85.2	83.2	87.7	78.7		84
Safe Moves						Weightings	Overall Score
Evaluator Number	1	2	3	4	5		
Qualifications of Firm	4.00	4.00	3.50	4.50	4.00	5	20
Staffing/Project Organization	4.00	3.50	3.50	4.00	4.00	7	27
Work Plan	3.50	3.50	3.50	3.50	3.50	4	14
Cost and Price	5.00	5.00	5.00	5.00	5.00	4	20
Overall Score	82.0	78.5	76.0	84.5	82.0		81

Range of scores for the non-shortlisted firm was 30 to 73.