

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)  
RFP 0-2067 Mobile Ticketing Application**

<b>Bytemark, 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	4.5	4.0	4.0	4.5	4.5	6	25.8
Staffing/Project Organization	4.0	4.0	4.0	4.0	4.0	5	20.0
Work Plan	4.5	4.5	4.5	4.5	4.5	5	22.5
Cost and Price	4.6	4.6	4.6	4.6	4.6	4	18.4
<b>Overall Score</b>	<b>87.9</b>	<b>84.9</b>	<b>84.9</b>	<b>87.9</b>	<b>87.9</b>		<b>87</b>

<b>Dallas Area Rapid Transit</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	3.0	3.0	3.0	3.0	3.0	6	18.0
Staffing/Project Organization	4.0	3.5	4.0	3.5	4.0	5	19.0
Work Plan	3.5	3.5	3.5	3.5	3.5	5	17.5
Cost and Price	5.0	5.0	5.0	5.0	5.0	4	20.0
<b>Overall Score</b>	<b>75.5</b>	<b>73.0</b>	<b>75.5</b>	<b>73.0</b>	<b>75.5</b>		<b>75</b>

Range of score for non-short-listed firms 29 to 66.