

PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)
RFP 0-2178 Graphic Design Services For Bus Service Change Materials

Digital Graphics Centre						Weights	Overall Score
Evaluator Number	1	2	3	4	5		
Qualifications of Firm	4.0	4.5	4.0	4.5	4.0	5	21.0
Staffing/Project Organization	4.0	4.5	4.0	4.0	4.0	5	20.5
Work Plan	4.0	4.5	4.0	4.5	4.0	5	21.0
Cost and Price	4.7	4.7	4.7	4.7	4.7	5	23.5
Overall Score	83.5	91.0	83.5	88.5	83.5		86

Art Machine						Weights	Overall Score
Evaluator Number	1	2	3	4	5		
Qualifications of Firm	3.5	4.0	3.5	4.0	3.5	5	18.5
Staffing/Project Organization	3.0	3.0	2.5	3.0	3.0	5	14.5
Work Plan	3.0	3.0	2.5	2.5	3.0	5	14.0
Cost and Price	2.2	2.2	2.2	2.2	2.2	5	11.0
Overall Score	58.5	61.0	53.5	58.5	58.5		58

Mix Marketing, LLC						Weights	Overall Score
Evaluator Number	1	2	3	4	5		
Qualifications of Firm	3.0	3.0	3.0	3.0	3.0	5	15.0
Staffing/Project Organization	3.0	3.0	3.0	2.5	3.0	5	14.5
Work Plan	3.0	3.0	3.0	3.0	3.0	5	15.0
Cost and Price	2.0	2.0	2.0	2.0	2.0	5	10.0
Overall Score	55.0	55.0	55.0	52.5	55.0		55

Range of scores for non-short-listed firms was 40 to 50.