

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)**

**RFP 0-2206 RIDESHARE AND VANPOOL MARKETING, DESIGN, AND ADVERTISING SERVICES**

<b>Brown Marketing Strategies, 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	4.5	4.5	4.5	4.0	6	26
Staffing/Project Organization	4.0	4.0	4.5	4.5	4.5	4	17
Work Plan	4.5	4.5	4.5	4.5	4.5	6	27
Cost and Price	3.9	3.9	3.9	3.9	3.9	4	16
<b>Overall Score</b>	<b>82.6</b>	<b>85.6</b>	<b>87.6</b>	<b>87.6</b>	<b>84.6</b>		<b>86</b>
<b>Celtis Ventures, 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	4.5	4.0	4.5	4.5	6	26
Staffing/Project Organization	4.0	4.5	4.0	3.5	4.0	4	16
Work Plan	3.5	4.0	4.0	4.0	3.5	6	23
Cost and Price	3.7	3.7	3.7	3.7	3.7	4	15
<b>Overall Score</b>	<b>78.8</b>	<b>83.8</b>	<b>78.8</b>	<b>79.8</b>	<b>78.8</b>		<b>80</b>

Range of Score for Non-Short Listed firms is 55 to 77