

**ATTACHMENT B**

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)  
RFP 0-2646 Development of Orange County Mobility Hubs Strategy**

<b>Steer Davies &amp; Gleave, 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>		
<b>Qualifications of Firm</b>	4.00	4.00	4.00	4.00	4.00	5	20.00
<b>Organization</b>	4.00	4.00	4.00	4.00	4.00	5	20.00
<b>Work Plan</b>	4.00	4.50	4.50	4.50	4.00	6	25.80
<b>Cost and Price</b>	4.96	4.96	4.96	4.96	4.96	4	19.84
<b>Overall Score</b>	<b>83.84</b>	<b>86.84</b>	<b>86.84</b>	<b>86.84</b>	<b>83.84</b>		<b>86</b>
<b>Alta Planning + Design, 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>		
<b>Qualifications of Firm</b>	4.00	4.00	4.50	4.00	4.00	5	20.50
<b>Organization</b>	4.00	4.00	4.00	4.00	3.50	5	19.50
<b>Work Plan</b>	4.00	3.50	3.50	4.00	4.00	6	22.80
<b>Cost and Price</b>	4.92	4.92	4.92	4.92	4.92	4	19.68
<b>Overall Score</b>	<b>83.68</b>	<b>80.68</b>	<b>83.18</b>	<b>83.68</b>	<b>81.18</b>		<b>82</b>

**Range of scores for Non-Short-Listed firms is 75 to 79**

Acronym  
RFP - Request for proposals