

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)**  
**RFP 1-3353 Public Outreach for Environmental Phase of Interstate 5 Improvements from**  
**County Line to Avenida Pico**

<b>McCormick-Busse, Inc. dba MBI Media</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	4.0	4.0	4.5	4.0	4	16.4
Staffing/Project Organization	4.0	3.5	4.0	3.5	3.5	6	22.2
Work Plan	4.0	4.0	4.0	4.0	3.5	6	23.4
Cost and Price	5.0	5.0	5.0	5.0	5.0	4	20.0
<b>Overall Score</b>	<b>84.0</b>	<b>81.0</b>	<b>84.0</b>	<b>83.0</b>	<b>78.0</b>		<b>82</b>

<b>Arellano Associates, LLC</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	4.5	4	17.6
Staffing/Project Organization	4.0	4.0	4.0	4.0	3.5	6	23.4
Work Plan	4.0	4.0	4.0	4.0	3.5	6	23.4
Cost and Price	3.6	3.6	3.6	3.6	3.6	4	14.4
<b>Overall Score</b>	<b>78.4</b>	<b>80.4</b>	<b>80.4</b>	<b>80.4</b>	<b>74.4</b>		<b>79</b>

The score for non-short-listed firms was 49.