

**PROPOSAL EVALUATION CRITERIA MATRIX (SHORT-LISTED FIRMS)**  
**RFP 4-2295 2026 Long-Range Transportation Plan Public Outreach Consultant Services**

<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	4.5	4.0	4.5	4.5	4.5	5	22.0
Staffing/Project Organization	4.0	4.0	4.0	4.0	4.0	6	24.0
Work Plan	4.0	4.0	4.0	4.0	4.0	4	16.0
Cost and Price	5.0	5.0	5.0	5.0	5.0	5	25.0
<b>Overall Score</b>	<b>87.5</b>	<b>85.0</b>	<b>87.5</b>	<b>87.5</b>	<b>87.5</b>		<b>87</b>
<b>Barrios &amp; Associates, LLC, dba Communications LAB</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	4.5	5	21.0
Staffing/Project Organization	4.0	4.0	4.0	4.0	4.0	6	24.0
Work Plan	4.0	3.5	4.0	4.0	3.5	4	15.2
Cost and Price	4.8	4.8	4.8	4.8	4.8	5	24.0
<b>Overall Score</b>	<b>84.0</b>	<b>82.0</b>	<b>84.0</b>	<b>86.5</b>	<b>84.5</b>		<b>84</b>

Range of scores of non-short-listed firms was 31 to 54.