

ATTACHMENT A
Proposal Evaluation Summary
Consultant Services to Conduct Bicycle Safety Outreach - Safer Streets Pasadena Safety Campaign
RFP Advertised: December 27, 2017 Proposals Due: January 18, 2018

FINAL SCORE:

| PROPOSER | Office Location | Project Understanding (15 points possible) | Project Approach (25 points possible) | Staffing of Project/ Ability to Perform (15 points possible) | Experience (15 points possible) | Best Value/Cost Effectiveness (20 points possible) | Local Business Preference (5 points possible) | Small & Micro- Business Preference (5 points possible) | Total Score (100 points) |
|--------------------|-----------------|---|--|--|------------------------------------|--|---|--|--------------------------------|
| Allegra Consulting | Pasadena, CA | 11.5 | 19.5 | 10.3 | 10.5 | 19.0 | 5.0 | 0.0 | 75.8 |
| Day One | Pasadena, CA | 13.5 | 22.0 | 13.8 | 14.3 | 20.0 | 5.0 | 0.0 | 88.5 |
| KWS Consulting | Glendale, CA | 8.8 | 15.0 | 12.3 | 13.0 | 18.0 | 0.0 | 5.0 | 72.0 |