

ATTACHMENT A

Proposal Evaluation Summary

Consultant Services to Conduct Pedestrian Safety Outreach and Update SRS Maps

RFP Advertised: January 31, 2017. Proposals Due: February 28, 2017

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)
Alta Planning and Design	Los Angeles, Ca	14.5	23.5	14.5	15.0	18.0	2.0	2.0	89.5
Day One	Pasadena, Ca	11.5	17.0	10.5	8.8	20.0	5.0	0.0	72.8
Evan Brooks Associates	Pasadena, Ca	12.5	19.0	12.3	15.0	18.0	5.0	5.0	86.8