

ATTACHMENT A
General Plan Implementation Services
Rankings of Firms

Consultant Firms	Location	Score					
		<i>Specific Plan Services</i>	<i>Planning, Urban Design, Architecture, Master Planning, and/or Project Management Services</i>	<i>Environmental Analysis Services</i>	<i>Economic Analysis Services</i>	<i>Form- Based Coding and Development Standards Services</i>	<i>Public Outreach Services</i>
Callison RTKL	Los Angeles, CA	69	77	-	-	-	-
HR&A Advisors, Inc	Los Angeles, CA	-	-	-	84	-	-
MIG	Pasadena, CA	77	-	-	-	-	86
Natelson Dale Group	Yorba Linda, CA	-	-	-	77	-	-
Opticos Design	Berkeley, CA	80	81	36	81	80	65
Placeworks	Los Angeles, CA	86	88	86	83	73	79
RRM Design Group	San Luis Obispo, CA	73	76	-	-	67	71
SEC, Inc	Northridge, CA	-	19	-	23	-	-
The Arroyo Group	Pasadena, CA	60	62	68	67	69	61