

CITY OF PASADENA  
 QUOTATION SUMMARY

DEPARTMENT : DOT  
 DIVISION: Traffic Operations

**Brief description of items to be purchased:**  
 Safe Routes to School Education and Encouragement Program

VENDOR'S NAME AND PHONE #	CONTACT	CRITERIA (Maximum Points)								Rating Total (100)
		Project Understanding (10)	Project Approach (20)	Staffing of Project / Ability to Perform (15)	Experience (15)	Best Value / Cost Effectiveness (30)	Local Pasadena Business (5)	Small / Micro-Business (5)		
Safe Moves, Van Nuys, CA (818) 786-4614	Pat Hines, Founder/ Executive Director	8.60	16.00	12.20	13.60	20.00	0.00	0.00	70.40	
KWS Consulting Glendale, CA (818) 424-3228	Kara W. Sergille, Principal/ Owner	8.60	15.00	13.00	13.60	22.00	0.00	5.00	77.20	
Day One, Inc. Pasadena, CA (626) 229-9750	Christy Zamani, Executive Director	9.60	18.80	14.00	14.60	26.40	5.00	0.00	88.40	
MBI Media Covina, CA (626) 967-1510	Mary McCormick, President & CEO	7.80	13.60	7.40	8.80	21.20	0.00	5.00	63.80	
VPE Tradigital Communications Los Angeles/Pasadena, CA (213) 935-8800	Patricia Perez, President	7.80	13.00	8.80	8.20	19.60	0.00	5.00	62.40	
Maricich Health Irvine, CA (949) 223-6455	Mark Maricich, CEO	5.20	7.80	7.00	7.40	14.00	0.00	0.00	41.40	

Reviewed by: Ann Rector, Erika Estrada, Ian Pari, Alberto Felix, Donson Liu

Signature: 

Date: 2/20/2019