



Attachment A

City of Pasadena
Parks, Recreation and Community Services Department

Koko Panossian, Director
100 N. Garfield Avenue, Pasadena, CA 91101

EVALUATION TABULATION

RFP No. 2026-RFP-0157

Crossing Guard Services

RESPONSE DEADLINE: April 20, 2026 at 3:00 pm

Report Generated: Monday, May 11, 2026

PHASE 1

EVALUATORS

Name	Title	Agreement Accepted On
Christopher Aguirre	Management Analyst III	Apr 24, 2026 3:02 PM
Daryl Chan	Management Analyst I	Apr 22, 2026 3:39 PM
Danny Maranon	Management Analyst III	Apr 20, 2026 3:34 PM

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Proposed Solution	Points Based	40 (40% of Total)

Description:

Points will be assigned for "Functional and Technical Merit" based on the capability of the proposer to satisfy the City requirements identified in the SCOPE OF WORK and as delineated. Points will be assigned for "Completeness of Proposed Solution" based on the vendor submitting a proposal that follows the guidelines specified in the SCOPE OF WORK.

Criteria	Scoring Method	Weight (Points)
Experience and References	Points Based	20 (20% of Total)

Description:

EVALUATION TABULATION

RFP No. 2026-RFP-0157

Crossing Guard Services

Points will be assigned for “Experience with Projects of this Size and Scope in an Agency of Similar Size” based on a vendor’s previous experience with municipal agencies, as delineated in the SCOPE OF WORK, and CLIENT REFERENCES. Relevant experience, and technical expertise of the Consultant and sub-Consultants (if allowed) to perform the work. Points will be assigned based on references that named professionals are responsive to requests for analyses and information, have met or exceeded all performance expectations, and would be contracted with again. Nature and quality of completed work for other governmental agencies.

Criteria	Scoring Method	Weight (Points)
Cost Proposal	Reward Low Cost	30 (30% of Total)

Description:

Points will be assigned based on a “Ratio Method.” The proposer’s cost must include the delivery of the proposed solutions, as well as any recurring costs (if any) as delineated in the Scope of Work and the PRICE PROPOSAL.

With this method, the proposal with the lowest cost receives the maximum points allowed. All other proposals receive a percentage of the points available based on their cost relationship to the lowest price. This is determined by applying the following formula:

Lowest Price / Evaluated Price X maximum points available = Awarded Points

Example: The cost for the lowest proposal is \$100,000. The next lowest proposal has a cost of \$125,000. The total points available for cost = 30 points.

$(\$100,000 / \$125,000) \times 30 = 24$ points

Criteria	Scoring Method	Weight (Points)
Local Pasadena Business	Pass / Fail	5 (5% of Total)

Description:

To be awarded a 5 point preference for this category, the proposer must have an official business address within the City of Pasadena at the time that this RFP is posted on the City’s Website.

EVALUATION TABULATION
RFP No. 2026-RFP-0157
Crossing Guard Services

Criteria	Scoring Method	Weight (Points)
Small or Micro-Business	Pass / Fail	5 (5% of Total)

Description:

To be awarded a 5 point preference for this category, the proposer must be certified by the State of California as a small or micro-business. Refer to the State of California Department of General Services Division for further information. <https://caleprocure.ca.gov/pages/sbdvbe-index.aspx>

AGGREGATE SCORES SUMMARY

Vendor	Christopher Aguirre	Daryl Chan	Danny Maranon	Total Score (Max Score 100)
All City Management Services, Inc.	84.9	84.9	84.9	84.88
Sunshine Enterprise USA LLC	87	73	60	73.33
A. James Consulting Group	70.8	71.8	65.8	69.45
LAZ Parking California, LLC	70.5	68.5	58.5	65.87
Crossing Guard Services LLC	69.1	57.1	54.1	60.13

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Proposed Solution Points Based 40 Points (40%)	Experience and References Points Based 20 Points (20%)	Cost Proposal Reward Low Cost 30 Points (30%)	Local Pasadena Business Pass / Fail 5 Points (5%)	Small or Micro-Business Pass / Fail 5 Points (5%)	Total Score (Max Score 100)
All City Management Services, Inc.	40	20	24.9	0%	0%	84.88
Sunshine Enterprise USA LLC	31.7	11.7	30	0%	0%	73.33

Vendor	Proposed Solution Points Based 40 Points (40%)	Experience and References Points Based 20 Points (20%)	Cost Proposal Reward Low Cost 30 Points (30%)	Local Pasadena Business Pass / Fail 5 Points (5%)	Small or Micro-Business Pass / Fail 5 Points (5%)	Total Score (Max Score 100)
A. James Consulting Group	30.7	13	20.8	0%	100%	69.45
LAZ Parking California, LLC	31.7	10.7	23.5	0%	0%	65.87
Crossing Guard Services LLC	16.7	19.3	24.1	0%	0%	60.13

INDIVIDUAL PROPOSAL SCORES

A. James Consulting Group

Proposed Solution | Points Based | 40 Points (40%)

Christopher Aguirre: 30
Daryl Chan: 32
Solution is subcontracted. No mention of an app to track staff.
Danny Maranon: 30
Thorough proposal however several critical details need correction. Relies on subcontractor for staffing.

Experience and References | Points Based | 20 Points (20%)

Christopher Aguirre: 15
Daryl Chan: 14
Two similar projects listed. No detailed testimonials given.
Danny Maranon: 10
Possess some relevant experience however experience pertains to subcontractor and not directly to proposer.

Cost Proposal | Reward Low Cost | 30 Points (30%)

Christopher Aguirre: 20.79 (\$465,120)

Daryl Chan: 20.79 (\$465,120)

Danny Maranon: 20.79 (\$465,120)

Local Pasadena Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Daryl Chan: Fail

Danny Maranon: Fail

Small or Micro-Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Pass

Daryl Chan: Pass

Danny Maranon: Pass

All City Management Services, Inc.

Proposed Solution | Points Based | 40 Points (40%)

Christopher Aguirre: 40

Proposal covered all requirements of scope of work

Daryl Chan: 40

Training, staffing, and app-based check-in system used.

Danny Maranon: 40

Very thorough and heavily detailed proposal. Covers all aspects of the RFP.

Experience and References | Points Based | 20 Points (20%)

Christopher Aguirre: 20

Company has extensive experience and client testimonials through out the great Los Angeles area

Daryl Chan: 20

Multiple references of the highest praise.

Danny Maranon: 20

Has more than the required experience with several local and like sized cities.

Cost Proposal | Reward Low Cost | 30 Points (30%)

Christopher Aguirre: 24.88 (\$388,620)

Daryl Chan: 24.88 (\$388,620)

Danny Maranon: 24.88 (\$388,620)

Local Pasadena Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Daryl Chan: Fail

Danny Maranon: Fail

Small or Micro-Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Daryl Chan: Fail

Danny Maranon: Fail

Crossing Guard Services LLC

Proposed Solution | Points Based | 40 Points (40%)

Christopher Aguirre: 25

Daryl Chan: 15

Proposed timeline seems too short, very ambitious. Does not address preference for local hiring. Proposal is very brief, provides little in depth explanation of approach, training for staff, and equipment to be used.

Danny Maranon: 10

Proposal is extremely brief and lacks sufficient detail.

Experience and References | Points Based | 20 Points (20%)

Christopher Aguirre: 20

Daryl Chan: 18

Several references listed but no testimonials provided.

Danny Maranon: 20

Vendor possess necessary experience with smaller sized cities.

Cost Proposal | Reward Low Cost | 30 Points (30%)

Christopher Aguirre: 24.13 (\$400,737.60)

Daryl Chan: 24.13 (\$400,737.60)

Danny Maranon: 24.13 (\$400,737.60)

Local Pasadena Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Daryl Chan: Fail

Danny Maranon: Fail

Small or Micro-Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Daryl Chan: Fail

Danny Maranon: Fail

LAZ Parking California, LLC

Proposed Solution | Points Based | 40 Points (40%)

Christopher Aguirre: 30

Vendor primarily specializes in parking

Daryl Chan: 35

No mention of an app-based check-in.

Danny Maranon: 30

Well written proposal. Covers most requirements identified in City's scope of work. However, no staff are currently dedicated to the project and resources would need to be hired.

Experience and References | Points Based | 20 Points (20%)

Christopher Aguirre: 17

Few client references that are specific to crossing guards for public schools

Daryl Chan: 10

One project referenced for crossing guard services. Another project that seems tangentially related.

Danny Maranon: 5

Possess very little experience with crossing guard services.

Cost Proposal | Reward Low Cost | 30 Points (30%)

Christopher Aguirre: 23.54 (\$410,774.40)

Daryl Chan: 23.54 (\$410,774.40)

Danny Maranon: 23.54 (\$410,774.40)

Local Pasadena Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Daryl Chan: Fail

Danny Maranon: Fail

Small or Micro-Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Vendor marked yes however located in city of Los Angeles

Daryl Chan: Fail

Vendor marked yes however located in city of Los Angeles

Danny Maranon: Fail

Vendor marked yes however located in city of Los Angeles

Sunshine Enterprise USA LLC

Proposed Solution | Points Based | 40 Points (40%)

Christopher Aguirre: 40

Daryl Chan: 35
no mention of an app to track, monitor employees.

Danny Maranon: 20
Addresses most guidelines in the scope of work, however, proposal is poorly written and relies heavily on direct excerpts from the City's scope of work.

Experience and References | Points Based | 20 Points (20%)

Christopher Aguirre: 17
Vendor does not primarily specialize in crossing guard functions

Daryl Chan: 8
Experienced with contracts but none seem to involve crossing guard services.

Danny Maranon: 10
Relevant experience is ambiguous and poorly written making it unclear whether the vendor has any relevant experience with comparable projects. Vendor also listed irrelevant experience.

Cost Proposal | Reward Low Cost | 30 Points (30%)

Christopher Aguirre: 30 (\$322,279.20)

Daryl Chan: 30 (\$322,279.20)

Danny Maranon: 30 (\$322,279.20)

Local Pasadena Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Daryl Chan: Fail

Danny Maranon: Fail

Small or Micro-Business | Pass / Fail | 5 Points (5%)

Christopher Aguirre: Fail

Daryl Chan: Fail

Danny Maranon: Fail