

Evaluation Criteria for
RFP 21-012 Bus Shelter Advertising, Installation and Maintenance

Description	Weight	Score (0-5)	Max Score	Plainview Outdoor Advertising		Signal Outdoor Advertising	
				Score (0-5)	Total	Score (0-5)	Total
Financial Strength	2	x	10	2.60	5.20	4.40	8.80
Qualifications & Experience	3	x	15	3.83	11.50	4.17	12.50
References	1	x	5	3.83	3.83	3.33	3.33
Qualifications of Proposed Project Team	2	x	10	3.67	7.33	3.50	7.00
Business & Sales Plans	3	x	15	3.17	9.50	2.67	8.00
Innovative Approaches	1	x	5	2.83	2.83	2.83	2.83
Compensation Plan	8	x	40	5	40	2	16
			100				
Optional Interview (if necessary)	2	x	10				
TOTAL SCORE			110		80.20		58.47