

Category/Subcategory	Weight:
Project Understanding	25%
Understanding of desired engagement outcomes	10%
Understanding of new CEQA regulations for VMT metrics and environmental impacts	5%
Understanding of Culver City-specific issues	5%
Understanding Culver City - transportation system	5%
Scope of Services	25%
Quality/Completeness of Responses	5%
Comprehensiveness of Methodology/Approach	5%
Understanding of model building, including important inputs and desired outputs	5%
Understanding of how model outputs relate to GPU Mobility Element and collaboration with consultants	5%
Understanding of TDM strategies and collaboration with consultant	5%
Firm Qualifications & Experience	15%
Technical Resources of Firm for traffic modeling, traffic engineering and similar portfolios	5%
Previous Experience with traffic modeling, traffic engineering and similar portfolios	5%
Previous Experience with traffic modeling and traffic engineering in LA or comparable region	5%
Team Member Qualifications & Experience	15%
PM has prior successful experience managing traffic modeling projects and team	7%
Team members have previous modeling and traffic engineering experience in the LA region	5%
Proposal shows an understanding of how to explain modeling in layman's terms (outreach)	3%
References and Satisfaction of Previous Clients	10%
Confirmation of meeting schedule and budget on previous projects	2%
Confirmation that model/deliverables are built well and are running successfully	4%
Confirmation that reference would use team again and recommend to us	3%
Are references/projects comparable to our project need and scope	1%
Schedule	10%
Acknowledgement of strategy to manage schedule with regular check-ins	6%
Acceptability of the timing of project milestones	2%
Acknowledgement of availability for hearings, meetings, events	2%
	100%