

**Detailed Evaluation Scores
Madrona Lateral Construction Awareness Program**

	VMA	Murakawa / DSO	Porter Novelli	Dolphin Group
Completeness of the proposal - 10 pts Included all the information listed in the proposal requirements: <ul style="list-style-type: none"> ▪ Detailed scope of work ▪ Firm & staff qualifications ▪ Size of full-time staff ▪ Number & nature of professional staff to be used for the project ▪ Strategy for construction awareness program ▪ Samples of past outreach plans 	5	8	8	9
Evaluation of staff & experience – 30 pts <ul style="list-style-type: none"> ▪ Understanding of the project and service required ▪ Experience in awareness programs ▪ Firm's experience to meet the Districts' needs ▪ Experience of a designated project manager to perform the required services ▪ Prior experience working with public sector ▪ Possesses a strong working knowledge of the District's water recycling program and the City of Torrance 	21	23	22	20
Capability to meet project requirements – 30pts <ul style="list-style-type: none"> ▪ Comprehensive and detailed strategy to meet the project goals ▪ Knowledge of systems & processes needed to perform the tasks outlined in the RFP ▪ Possesses a clear understanding of project impacts and what needs to be done to mitigate any potential problems ▪ Effective strategy for crisis management ▪ Understanding of the logistics involved with the awareness program and ability to perform those functions 	20	25	22	21
Experience in construction awareness program – 20 pts <ul style="list-style-type: none"> ▪ Understanding of key issues that need to be addressed in developing an outreach plan ▪ Understanding of the role and responsibilities of outreach in ensuring a successful outcome of the project construction ▪ Possesses a clear idea of what information is needed and what steps need to be taken ▪ Communicated a detailed and realistic strategy for outreach ▪ Demonstrated ability to interface with different entities involved in the project 	14	16	14	13
Flexibility – Total: 10 pts <ul style="list-style-type: none"> ▪ Willingness to accommodate changing priorities & production schedule ▪ Availability of the project manager ▪ Accessibility after hours 	8	8	8	8
TOTAL SCORE	68	80	74	71