

2008 Water Harvest Consultant
 Communications Committee Recommendation
 July 8, 2008

PROPOSAL SCORING	Total Points	Staff Recommendation	Committee Recommendation	Simply Mumtaz, Burbank
		James Event Productions Anaheim	Haute Life, Redondo Beach	
Completeness of Proposal (20%)	10.0	10.0	10.0	9.3
Evaluation of staff and experience (35%): Qualifications, background and prior experience of staff and firm in conducting similar services	17.5	17.5	15.7	14.7
Ability to meet project requirements (45%): Understanding of the Project and West Basin's objectives	5.0	5.0	4.7	4.3
Creativity and approach the consultant would take in planning and executing the event	10.0	10.0	9.0	9.0
Cost and Price Proposal	7.5	7.3	5.2	7.2
TOTAL PROPOSAL SCORE	50.0	49.8	44.5	44.5
INTERVIEW SCORING				
Overall Presentation	25.0	25.0	25.0	21.0
Understanding of the Project and Relevant Experience	25.0	25.0	25.0	21.0
TOTAL INTERVIEW SCORE	50.0	50.0	50.0	42.0
TOTAL OVERALL POINTS PROPOSAL AND INTERVIEW	100.0	99.8	94.5	86.5