

**EVALUATION MATRIX
CIVIC ARTS/PUBLIC ART DOWNTOWN MASTER PLAN
RFP NO. MO04300351**

9-30-04
#57

Evaluation Factors	Citi Arts Charlotte, NC	Barney & Worth Inc Portland, OR	Freeman Whitehurst Group Phoenix, AZ	Creative Planning Portland, OR	Gail M. Goldman Associates La Jolla, CA
Project Concept and Solution Demonstrated an understanding of the requirements of the scope of work, demonstrated knowledge of the Austin sense of place and cultural identity or a process to reach an understanding of it, organization of personnel, resources and tasks to accomplish the scope of work, ability to meet identified schedule in an effective manner. (25 points)	21	19	19	22	18
Demonstrated Applicable Experience Demonstrated firm or consultant team experience, expertise and technical competence in completing master plan or planning projects comparable to this project, experience in defining a sense of place and cultural identity of a community or city, experience in working within a public decision making process, experience in good communication skills and ability to work with a variety of constituents, favorable references. (30 points)	24	25	24	25	23
Personnel Qualifications Demonstrated individual skills and qualifications to attain successful accomplishment of scope of work, specialized experience and competence. (25 points)	20	22	19	19	16
Total Evaluated Cost Proposer with the lowest cost to the City is given the maximum points; percentage ratio formula is applied to remaining proposers (20 points)	15	19	13	17	20
Subtotal	80	85	75	83	77
Interview (25 points)	23	16	17	8	12
Total	103	101	92	91	89

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Evaluation Factors	Jose E. Martinez & Associates Austin, TX	Chan Krieger & Associates Cambridge, MA	Nixon Art Associates Chicago, IL	Harris Welker Architects Austin, TX	*Bob Fowler Wimberley, TX
Project Concept and Solution Demonstrated an understanding of the requirements of the scope of work, demonstrated knowledge of the Austin sense of place and cultural identity or a process to reach an understanding of it, organization of personnel, resources and tasks to accomplish the scope of work, ability to meet identified schedule in an effective manner. (25 points)	14	15	11	10	
Demonstrated Applicable Experience Demonstrated firm or consultant team experience, expertise and technical competence in completing master plan or planning projects comparable to this project, experience in defining a sense of place and cultural identity of a community or city, experience in working within a public decision making process, experience in good communication skills and ability to work with a variety of constituents, favorable references. (30 points)	17	15	10	9	
Personnel Qualifications Demonstrated individual skills and qualifications to attain successful accomplishment of scope of work, specialized experience and competence. (25 points)	14	16	10	7	
Total Evaluated Cost Proposer with the lowest cost to the City is given the maximum points; percentage ratio formula is applied to remaining proposers (20 points)	10	5	11	4	
Subtotal	55	51	42	30	
Interview (25 points)	N/A	N/A	N/A	N/A	
Total	55	51	42	30	

*Non-responsive.