

**RFP TABULATION**  
**ON BOARD TROLLEY AND PRINT ADVERTISEMENT**

(Average Rate Score)

CRITERIA	MAXIMUM POINTS	ECONSULTING (Map Only)	ARCOART PLUS (On-Board and Map)	21st CENTURY GRAPHICS (On-Board and Map)	28 SPARKS, INC. (On-Board Only)	SPIRAL MEDIA CORP. (On-Board and Map)
<b>(A) ON BOARD ADVERTISEMENT</b> <b>(B) PRINT (MAP) ADVERTISEMENT</b> <b>BOTH A &amp; B (ON BOARD AND MAP)</b>						
PRESENTATION	10	4	9	7	8	6
REVENUE SHARING FOR THE CITY OF CORAL GABLES	35	12	22	13	12	11
<b>(A) ON-BOARD ONLY</b> EXPERIENCE WITH OTHER TRANSPORTATION AGENCIES, INDUSTRIES AND COMPANIES	10	6				
<b>(A) ON-BOARD ONLY</b> TYPE OF DEVICE PROPOSED FOR MONITOR AND MEDIA STORAGE DEVICE	35	17				
<b>(B) MAP ONLY</b> EXPERIENCE WITH OTHER HIGH QUALITY PRINTING PRODUCTIONS	10				7	
<b>(B) MAP ONLY</b> CITY OF CORAL GABLES DESIGN STYLE MAP AND ADVERTISEMENT RECOMMENDED	35				26	
<b>BOTH A &amp; B (ON BOARD AND MAP)</b>						
EXPERIENCE	10		9	5		5
PROPOSED HARDWARE AND DESIGN	35		31	24		22
PROFESSIONAL BACKGROUND	10	6	9	6	6	6
<b>TOTAL</b>	100	45	80	55	59	50

SELECTION COMMITTEE EVALUATION ON BOARD TROLLEY AND PRINT ADVERTISEMENT						
CRITERIA	POINTS	ECONSULTING	ARCOART PLUS	21st CENTURY GRAPHIC	28 SPARKS, INC.	SPIRAL MEDIA CORP.
(A) ON BOARD ADVERTISEMENT (B) PRINT (MAP) ADVERTISEMENT BOTH A & B (ON BOARD AND MAP)						
PRESENTATION	10	4	10	8	10	5
REVENUE SHARING FOR THE CITY OF CORAL GABLES	35	15	30	30	20	10
(A) ON-BOARD ONLY EXPERIENCE WITH OTHER TRANSPORTATION AGENCIES, INDUSTRIES AND COMPANIES	10	6				
(A) ON-BOARD ONLY TYPE OF DEVICE PROPOSED FOR MONITOR AND MEDIA STORAGE DEVICE	35	30				
(B) MAP ONLY EXPERIENCE WITH OTHER HIGH QUALITY PRINTING PRODUCTIONS	10				8	
(B) MAP ONLY CITY OF CORAL GABLES DESIGN STYLE MAP AND ADVERTISEMENT RECOMMENDED	35				20	
BOTH A & B (ON BOARD AND MAP)						
EXPERIENCE	10	10	4		6	
PROSPOSED HARDWARE AND DESIGN	35	30	20		20	
PROFESSIONAL BACKGROUND	10	8	10	5	8	5
TOTAL		63	90	67	66	46

Selection Committee Member  
(Please print and sign)

*ES Cox 8/1/08*

SELECTION COMMITTEE EVALUATION ON BOARD TROLLEY AND PRINT ADVERTISEMENT						
CRITERIA	POINTS	ECONSULTING	ARCOART PLUS	21st CENTURY GRAPHIC	28 SPARKS, INC.	SPIRAL MEDIA CORP.
(A) ON BOARD ADVERTISEMENT (B) PRINT (MAP) ADVERTISEMENT BOTH A & B (ON BOARD AND MAP)						
PRESENTATION	10	3	10	8	9	8
REVENUE SHARING FOR THE CITY OF CORAL GABLES	35	15	30	15	10	15
(A) ON-BOARD ONLY EXPERIENCE WITH OTHER TRANSPORTATION AGENCIES, INDUSTRIES AND COMPANIES	10	5				
(A) ON-BOARD ONLY TYPE OF DEVICE PROPOSED FOR MONITOR AND MEDIA STORAGE DEVICE	35	10				
(B) MAP ONLY EXPERIENCE WITH OTHER HIGH QUALITY PRINTING PRODUCTIONS	10				8	
(B) MAP ONLY CITY OF CORAL GABLES DESIGN STYLE MAP AND ADVERTISEMENT RECOMMENDED	35				35	
BOTH A & B (ON BOARD AND MAP)						
EXPERIENCE	10	10	5		6	
PROPOSED HARDWARE AND DESIGN	35	35	30		20	
PROFESSIONAL BACKGROUND	10	5	8	5	7	7
TOTAL		38	93	63	(70)	56

Dona M. Lubin

Selection Committee Member

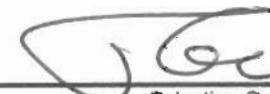
(Please print and sign)

DONA M. LUBIN

69-118

ORIGINAL

SELECTION COMMITTEE EVALUATION ON BOARD TROLLEY AND PRINT ADVERTISEMENT						
CRITERIA	POINTS	ECONSULTING	ARCOART PLUS	21st CENTURY GRAPHICS	28 SPARKS, INC.	SPIRAL MEDIA CORP.
(A) ON BOARD ADVERTISEMENT (B) PRINT (MAP) ADVERTISEMENT BOTH A & B (ON BOARD AND MAP)						
PRESENTATION	10	3	10	7	10	7
REVENUE SHARING FOR THE CITY OF CORAL GABLES	35	0	0	0	0	0
(A) ON-BOARD ONLY EXPERIENCE WITH OTHER TRANSPORTATION AGENCIES, INDUSTRIES AND COMPANIES	10	5				
(A) ON-BOARD ONLY TYPE OF DEVICE PROPOSED FOR MONITOR AND MEDIA STORAGE DEVICE	35	15				
(B) MAP ONLY EXPERIENCE WITH OTHER HIGH QUALITY PRINTING PRODUCTIONS	10				10	
(B) MAP ONLY CITY OF CORAL GABLES DESIGN STYLE MAP AND ADVERTISEMENT RECOMMENDED	35				28	
<b>BOTH A &amp; B (ON BOARD AND MAP)</b>						
EXPERIENCE	10	8	7		5	
PROSPOSED HARDWARE AND DESIGN	35	35	30		28	
PROFESSIONAL BACKGROUND	10	8	10	8	9	8
<b>TOTAL</b>		31	63	52	57	47

 Jose Belko

Selection Committee Member

(Please print and sign)

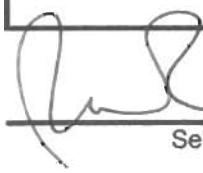
SELECTION COMMITTEE EVALUATION ON BOARD TROLLEY AND PRINT ADVERTISEMENT						
CRITERIA	POINTS	ECONSULTING	ARCOART PLUS	21st CENTURY GRAPHICS	28 SPARKS, INC.	SPIRAL MEDIA CORP.
(A) ON BOARD ADVERTISEMENT (B) PRINT (MAP) ADVERTISEMENT BOTH A & B (ON BOARD AND MAP)						
PRESENTATION	10	4	6	4	3	5
REVENUE SHARING FOR THE CITY OF CORAL GABLES	35	15	20	10	10	10
(A) ON-BOARD ONLY EXPERIENCE WITH OTHER TRANSPORTATION AGENCIES, INDUSTRIES AND COMPANIES	10		8			
(A) ON-BOARD ONLY TYPE OF DEVICE PROPOSED FOR MONITOR AND MEDIA STORAGE DEVICE	35		15			
(B) MAP ONLY EXPERIENCE WITH OTHER HIGH QUALITY PRINTING PRODUCTIONS	10				4	
(B) MAP ONLY CITY OF CORAL GABLES DESIGN STYLE MAP AND ADVERTISEMENT RECOMMENDED	35				20	
<b>BOTH A &amp; B (ON BOARD AND MAP)</b>						
EXPERIENCE	10		5	3	0	5
PROPOSED HARDWARE AND DESIGN	35	0	25	20		20
PROFESSIONAL BACKGROUND	10	6	6	4	2	3
<b>TOTAL</b>		48	62	41	41	43

David Shieh David Shieh  
Selection Committee Member

(Please print and sign)

**SELECTION COMMITTEE EVALUATION  
ON BOARD TROLLEY AND PRINT ADVERTISEMENT**

CRITERIA	POINTS	ECONSULTING	ARCOART OKYS	21st CENTURY GRAPHIC	28 SPARKS, INC.	SPIRAL MEDIA CORP.
(A) ON BOARD ADVERTISEMENT (B) PRINT (MAP) ADVERTISEMENT BOTH A & B (ON BOARD AND MAP)						
PRESENTATION	10	4	10	6	8	7
REVENUE SHARING FOR THE CITY OF CORAL GABLES	35	15	30	10	18	20
(A) ON-BOARD ONLY EXPERIENCE WITH OTHER TRANSPORTATION AGENCIES, INDUSTRIES AND COMPANIES	10		5			
(A) ON-BOARD ONLY TYPE OF DEVICE PROPOSED FOR MONITOR AND MEDIA STORAGE DEVICE	35	15				
(B) MAP ONLY EXPERIENCE WITH OTHER HIGH QUALITY PRINTING PRODUCTIONS	10				6	
(B) MAP ONLY CITY OF CORAL GABLES DESIGN STYLE MAP AND ADVERTISEMENT RECOMMENDED	35				25	
<b>BOTH A &amp; B (ON BOARD AND MAP)</b>						
EXPERIENCE	10		10	6		5
PROPOSED HARDWARE AND DESIGN	35		32	20		20
PROFESSIONAL BACKGROUND	10	5	9	8	6	5
<b>TOTAL</b>	100	44	91	50	63	57



*Michael Rocke*

Selection Committee Member  
(Please print and sign)

Note:

There were two selection committee evaluations that required corrections in the totals. They were returned to the selection committee members to revise in order to prevent any confusion. Those copies are attached.

**SELECTION COMMITTEE EVALUATION  
ON BOARD TROLLEY AND PRINT ADVERTISEMENT**

CRITERIA	POINTS	ECONSULTING	ARCOART PLUS	21st CENTURY GRAPHIC	28 SPARKS, INC.	SPIRAL MEDIA CORP.
(A) ON BOARD ADVERTISEMENT (B) PRINT (MAP) ADVERTISEMENT BOTH A & B (ON BOARD AND MAP)						
PRESENTATION	10	4	10	8	10	5
REVENUE SHARING FOR THE CITY OF CORAL GABLES	35	15	30	30	20	10
(A) ON-BOARD ONLY EXPERIENCE WITH OTHER TRANSPORTATION AGENCIES, INDUSTRIES AND COMPANIES	10	/	/	/	/	/
(A) ON-BOARD ONLY TYPE OF DEVICE PROPOSED FOR MONITOR AND MEDIA STORAGE DEVICE	35	/	/	/	/	/
(B) MAP ONLY EXPERIENCE WITH OTHER HIGH QUALITY PRINTING PRODUCTIONS	10				8	
(B) MAP ONLY CITY OF CORAL GABLES DESIGN STYLE MAP AND ADVERTISEMENT RECOMMENDED	35				20	
<b>BOTH A &amp; B (ON BOARD AND MAP)</b>						
EXPERIENCE	10	6	10	4	1	6
PROPOSED HARDWARE AND DESIGN	35	30	30	20	1	20
PROFESSIONAL BACKGROUND	10	8	10	5	1	5
<b>TOTAL</b>		(68)	90	63	60	50

Selection Committee Member  
(Please print and sign)

Totals corrected-1/2/05

**SELECTION COMMITTEE EVALUATION  
ON BOARD TROLLEY AND PRINT ADVERTISEMENT**

CRITERIA	POINTS	ECONSULTING	ARCOART PLUS	21st CENTURY GRAPHICS	28 SPARKS, INC.	SPIRAL MEDIA CORP.
<b>(A) ON BOARD ADVERTISEMENT (B) PRINT (MAP) ADVERTISEMENT BOTH A &amp; B (ON BOARD AND MAP)</b>						
PRESENTATION	10	4	10	6	8	7
REVENUE SHARING FOR THE CITY OF CORAL GABLES	35	15	30	10	18	20
<b>(A) ON-BOARD ONLY</b>						
EXPERIENCE WITH OTHER TRANSPORTATION AGENCIES, INDUSTRIES AND COMPANIES	10	5	10	10	1	5
<b>(A) ON-BOARD ONLY</b>						
TYPE OF DEVICE PROPOSED FOR MONITOR AND MEDIA STORAGE DEVICE	35	15	30	15	1	20
<b>(B) MAP ONLY</b>						
EXPERIENCE WITH OTHER HIGH QUALITY PRINTING PRODUCTIONS	10	1	1	1	6	1
<b>(B) MAP ONLY</b>						
CITY OF CORAL GABLES DESIGN STYLE MAP AND ADVERTISEMENT RECOMMENDED	35	1	1	1	25	1
<b>BOTH A &amp; B (ON BOARD AND MAP)</b>						
EXPERIENCE	10	10	6	10	5	5
PROSPOSED HARDWARE AND DESIGN	35	32	20	20	20	20
PROFESSIONAL BACKGROUND	10	5	9	8	6	5
<b>TOTAL</b>		37	91	50	62	57

Selection Committee Member  
(Please print and sign)

Paul Michael Rocker 44 mg  
Totals collected mg