

Qualifications of the Firm and Firm's Staff

Firm Name	Experience on projects of similar magnitude and complexity	Experience and qualifications of key personnel	References and responses	Revenue guarantee	Revenue projections based on business plan	Identification and understanding of city's requirements for this program	Experience with specific issues related to this program	Total
The Superlative Group	9.7	11.3	7.0	8.3	8.3	5.0	5.0	54.7
Gateway Outdoor Advertising	11.3	11.7	9.3	15.0	14.3	7.3	7.3	76.3
Streetlevel Media	12.0	12.3	9.3	14.3	14.0	8.3	8.3	78.7

**KEY:

Possible Points for Each Category	15	15	10	20	20	10	10	100
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