

TRANSMITTAL 3

State Advocate Interview Scores

DATE: JUNE 12, 2012

Selection Criteria	Weighting Factor		Raters Scores				Weighted Scores			
			Rater 4	Rater 3	Rater 2	Rater 1	Rater 4	Rater 3	Rater 2	Rater 1
Firm's understanding of Port goals and priorities at the state level: 1. Familiarity with Port of Los Angeles strategic goals and familiarity with the Port's regulatory environment (e.g. State Lands Commission, Air Resources Board). 2. Ability to identify opportunities and challenges in meeting Port goals within the context of current state fiscal, transportation, environmental, and public safety policy discussions.	8	Firm 1	5	5	5	5	40	40	40	40
		Firm 2	4	4	4.5	4.5	32	32	36	36
		Firm 3	4	3	3	3	32	24	24	24
Firm's ability to develop and deliver on requested services, such as: 1. Strength of relationships with key elected officials, legislative, and agency staff. 2. Ability to develop and implement strategies to obtain administrative and/or legislative goals. 3. Capability in analyzing legislation and its impact on the Port. 4. Capability in preparing testimony, fact sheets, correspondence, briefings, and memos. 5. Handling of potential conflicts of interest.	4	Firm 1	5	5	4.5	5	20	20	18	20
		Firm 2	5	5	4.5	5	20	20	18	20
		Firm 3	3	5	3.5	4	12	20	14	16
Port-proposed team members' qualifications, experience, and ability. Port-relevant experience, understanding and overall impression/presentation.	6	Firm 1	5	5	5	5	30	30	30	30
		Firm 2	5	5	5	5	30	30	30	30
		Firm 3	3	3.5	3	3	18	21	18	18
Proposed budget, administrative objective support (e.g. small business goals, etc.). Ability to account for time spent on port-related work.	2	Firm 1	5	4	5	5	10	8	10	10
		Firm 2	4	3	4	4	8	6	8	8
		Firm 3	4	3.5	3	3	8	7	6	6

										Average Score		
TOTAL SCORE							Firm 1	100	98	98	100	99
Maximum Points Possible = 100							Firm 2	90	88	92	94	91
							Firm 3	70	72	62	64	67

SCORING GUIDELINES
 Rater's Score: (Range 0-5) - 0=not-included/non-responsive; 1=Marginal Abilities, Serious Deficiencies; 2=Adequate with Minor Deficiencies; 3=Adequate, Standard-Acceptable; 4=Well Qualified; 5=Exceptionally Well Qualified

Weighting Factor: Input using a range of 1 through 6, with 1 being of relative lower importance and 6 being relative highest importance. You may use each number 1 through 6 more than once however, in establishing the weights, the total of all the weighing factors (A-E) must equal 20. Example: 3+2+5+4+5=20 or 3+3+3+6+5=20.

Weighted Score = Rater's Score multiplied by (x) Weighting Factor. Totals should be calculated for each criterion.

Total Score = Sum of all weighted scores.