

**RFP NUMBER 4430Z1**  
**Media Services for Tobacco Free Nebraska**  
**Opening Date: August 13, 2013, 2 p.m. CT**

**Evaluation Criteria**

**Mandatory Requirements**

The proposals will first be examined to determine if all mandatory requirements listed below have been addressed to warrant further evaluation. Proposals not meeting mandatory requirements will be excluded from further evaluation. The mandatory requirement items are as follows:

1. Signed Request for Proposal for Contractual Services form;
2. Executive Summary;
3. Corporate Overview;
4. Technical Approach; and
5. Cost Proposal.

**Evaluation Criteria**

All responses to this Request for Proposal, which fulfill all mandatory requirements, will be evaluated. Each category will have a maximum possible point potential. Areas that will be addressed and scored during the evaluation include:

Evaluation Criteria	Possible Points
Part 1 — Executive Summary	10
Part 2 — Corporate Overview	20
Part 3 — Technical Approach	100
Part 4 — Cost Proposal Points	0
Total Points without Oral Interviews	130
Oral Interviews, (if required)	40
Total Points with Oral Interviews	170

**Part 4 – Cost Proposal Points**

Cost points should be calculated as follows:

1. Establish lowest cost submitted – lowest cost submitted receives the maximum points.
2. To assign points to all others, the following formula should be followed:

**Lowest Cost Submitted ÷ Cost Submitted x Maximum Possible Cost Points =  
 Cost Points to Award (see samples below)**

Formula	Sample	Sample	Sample
Lowest Cost Submitted	\$600,000	\$600,000	\$600,000
÷ Cost Submitted	\$600,000	\$600,000	\$600,000
x Maximum Possible Cost Points	0	0	0
= Points To Award	0	0	0