

RFP NUMBER RFP 4691 Z1
Social Media Services
Opening Date: June 5, 2014
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 in ink Request for Proposal for Contractual Services form;
2. Corporate Overview;
3. Technical Approach; and
4. 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 — Corporate Overview	50
Part 2 — Technical Approach	100
Part 3 — Cost Proposal Points	50
Total Points without Oral Interviews	200
Oral Interviews, (if required)	50
Total Points with Oral Interviews	250

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	\$100,000	\$100,000	\$100,000
÷ Cost Submitted	\$100,000	\$200,000	\$150,000
x Maximum Possible Cost Points	50	50	50
= Points To Award	50	25	33.3