RFP NUMBER 4764Z1
Insurance Market and Demographic Analysis
Opening Date: Thursday, September 11, 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	100
Part 2 — Technical Approach	1250
Part 3 — Cost Proposal Points	540
Total Points without Oral Interviews	1890
Oral Interviews, (if required)	100
Total Points with Oral Interviews	1990

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	540	540	540
=	Points To Award	540	270	360