

# EVALUATION CRITERIA

## RFP NUMBER RFP 4958Z1, Organ and Tissue Donor Awareness Campaign Opening Date: May 15, 2015

### 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. Corporate Overview; and
3. Technical Approach.

### 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	500
Total Points without Oral Interviews	600
Oral Interviews, (if required)	100
Total Points with Oral Interviews	700