# EVALUATION CRITERIA

# RFP NUMBER 5930 Z1

# Provide and Support Development, Implementation, and Evaluation of Communication and Marketing Campaigns to Promote Outdoor Recreation Opportunities and State Parks in Nebraska

# Opening Date: October 23, 2018 at 2:00 PM Central Time

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. Original Request for Proposal for Contractual Services form signed using an indelible method;
    2. Clarity and responsiveness of the proposal;
    3. Completed Corporate Overview;
    4. Completed Sections II through VI;
    5. Completed Technical Approach; and
    6. Completed State Cost Proposal Template.

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 | 150 |
| Part 2 ⎯ Technical Approach | 550 |
| Part 3 ⎯ Cost Proposal Points | 200 |
| Total Points without Oral Interviews | 900 |
| Oral Interviews, (if required) | 300 |
| Total Points with Oral Interviews | 1200 |

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 |  | 200 |  | 200 |  | 200 |
| = Points To Award |  | 200 |  | 100 |  | 133 |