

# EVALUATION CRITERIA

## RFP NUMBER 5749 Z1, Provide Media Services for the DHHS' Tobacco Free Nebraska (TFN) program

**Opening Date: February 21, 2018, 2:00 P.M. 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 Section II thorough IV;
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	100
Part 2 — Technical Approach	540
Part 3 — Cost Proposal Points	30
Total Points without Oral Interviews	670
Oral Interviews, (if required)	160
Total Points with Oral Interviews	830

### 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	30	30	30
= Points To Award	30	15	20