

EVALUATION CRITERIA

RFP NUMBER 5757 Z1, NEBRASKAland Magazine Subscription Fulfillment Opening Date: February 13, 2018, 2:00 P.M. Central Time

Proposal Requirements

The proposals will first be examined to determine if all requirements listed below have been addressed to warrant further evaluation. Proposals not meeting mandatory requirements may be excluded from further evaluation. The proposal 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 | 170 |
| Part 2 — Technical Approach | 530 |
| Part 3 — Cost Proposal Points | 300 |
| Total Points without Oral Interviews | 1000 |
| Oral Interviews, (if required) | 300 |
| Total Points with Oral Interviews | 1300 |

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:

$$\text{Lowest Cost Submitted} \div \text{Cost Submitted} \times \text{Maximum Possible Cost Points} = \text{Cost Points to Award (see samples below)}$$

| 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 | 300 | 300 | 300 |
| = Points To Award | 300 | 150 | 200 |