# EVALUATION CRITERIA

# RFP NUMBER 6671 Z1, Public Relations

# Opening Date: April 7, 2022, 2:00 PM Central Time

**REQUEST FOR PROPOSAL/PROPOSAL REQUIREMENTS**

The proposals will first be examined to determine if all requirements listed below have been addressed and whether further evaluation is warranted. Proposals not meeting the requirements may be rejected as non-responsive. The requirements are:

* + 1. Original Request for Proposal for Contractual Services form signed in ink or via DocuSign;
    2. Clarity and responsiveness of the proposal;
    3. Completed Corporate Overview;
    4. Completed Sections II through VI;
    5. Completed Technical Approach; Attachment A; 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 | 35 |
| Part 2 ⎯ Technical Approach | 125 |
| Part 3 ⎯ Cost Proposal Points | 15 |
| Total Points without Oral Interviews | 175 |
| Presentations and Demos, (if required) | 200 |
| Total Points with Oral Interviews | 375 |

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 |  | 40 |  | 40 |  | 40 |
| = Points To Award |  | 40 |  | 20 |  | 26.7 |