

EVALUATION CRITERIA

RFP NUMBER 6820 Z1, Marketing Services for a Statewide Public Education Campaign on Voter Identification Opening Date: September 27, 2023

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. 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	40
Part 2 — Technical Approach (Attachment A)	130
Part 3 — Cost Proposal Points	30
Total Points without Oral Interviews	200
Oral Interviews, (if required)	100
Total Points with Oral Interviews	300

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	40	40	40
= Points To Award	40	20	26.7