

Attachment 4: PROPOSAL EVALUATION FORM

All proposals will be reviewed for responsiveness and then evaluated using the criteria set out herein.

Offeror Name: _____
Evaluator Name: _____
Date of Review: _____
RFP Number: 2521H005 _____

EVALUATION CRITERIA AND SCORING

THE TOTAL NUMBER OF POINTS USED TO SCORE THIS PROPOSAL IS **1000**

5.01 Understanding of the Project—5 %

Maximum Point Value for this Section - 50 Points

1000 Points x 5 Percent = 50 Points

Proposals will be evaluated against the questions set out below.

- 1) How well does the offeror demonstrate a thorough understanding of the purpose and scope of the project?

NOTES: _____

- 2) How well does the offeror identify pertinent issues and potential problems related to developing, implementing and evaluating a comprehensive traffic safety communication plan?

NOTES: _____

- 3) To what degree does the offeror demonstrate an understanding of the full spectrum of deliverables the state expects it to provide?

NOTES: _____

- 4) Does the offeror demonstrate an understanding of the state's time schedule and can they meet it?

NOTES: _____

EVALUATOR'S POINT TOTAL FOR 5.01: _____

5.02 Methodology Used for the Project—15 %

Maximum Point Value for this Section - 150 Points

1000 Points x 15 Percent = 150 Points

Proposals will be evaluated against the questions set out below.

- 1) How comprehensive is the methodology and does it present a logical approach to fulfilling the requirements of the RFP?

NOTES: _____

- 2) How well does the methodology match and achieve the objectives set out in the RFP?

NOTES: _____

- 3) Does the proposed approach interface with the time schedule in the RFP and account for any potential problems identified by the offeror?

NOTES: _____

EVALUATOR'S POINT TOTAL FOR 5.02: _____

5.03 Management Plan for the Project—15 %

Maximum Point Value for this Section - 150 Points

1000 Points x 15 Percent = 150 Points

Proposals will be evaluated against the questions set out below.

- 1) How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?

NOTES: _____

- 2) How well does the offeror completely and clearly define their approach to ensure accountability?

NOTES: _____

- 3) Is the organization of the project team clear?

NOTES: _____

- 4) How well does the management plan illustrate the lines of authority, communication and strategy for providing the AHSO with the reporting results of the deliverables of this RFP?

NOTES: _____

- 5) To what extent does the offeror already have the hardware, software, equipment, and licenses necessary to perform the contract to provide adequate information on how these items would be secured if needed?

NOTES: _____

6) Does it appear that the offeror can meet the schedule set out in the RFP?

NOTES: _____

7) Has the offerors approach gone beyond the minimum tasks necessary to meet the objectives of the RFP?

NOTES: _____

8) To what degree is the proposed approach practical and feasible?

NOTES: _____

9) To what extent has the offeror identified potential problems?

NOTES: _____

EVALUATOR'S POINT TOTAL FOR 5.03: _____

5.04 EXPERIENCE AND QUALIFICATIONS-25 %

Maximum Point Value for this Section - 250 Points

1000 Points x 25 Percent = 250 Points

Proposals will be evaluated against the questions set out below.

Questions regarding the personnel:

- a) To what extent does the offerors contract manager exceed the required minimum experience in the development of grassroots public education and outreach media campaigns and have they demonstrated how that additional experience will benefit the program?

NOTES: _____

- b) Are all proposed team members' resumes complete and do they demonstrate the expertise/skill set that are desirable for individuals engaged in developing implementing and evaluation statewide strategic communications plans, developing grassroots public education and outreach campaigns, planning for and implementing targeted communications strategies, and negotiating media buys, including a variety of digital platforms, bonuses/special incentives in similar communications and/or traffic safety related projects.

NOTES: _____

Questions regarding the firm and subcontractor (if used):

- a) How well has the firm demonstrated experience in delivering projects on time and within budget that develop, implement and evaluate statewide strategic communications plans, develop grassroots public education and outreach campaigns, plan for and implement targeted communications strategies, and negotiate media ad buys, including digital platforms, over-the-top television streaming services using an in-house, in-state media buyer

NOTES: _____

- b) How successful is the general history of the firm regarding timely and successful completion of projects?

NOTES: _____

- c) Has the firm shown they have a five-year average of \$2 million in gross media buys for Alaska companies/organizations?

NOTES: _____

- d) Has the firm provided letters of reference from previous clients that is comparable to the project deliverables detailed in the RFP?

NOTES: _____

- e) If a subcontractor will perform work on the contract, how well do they measure up to the evaluation used for the offeror?

EVALUATOR'S POINT TOTAL FOR 5.04: _____

EVALUATOR'S COMBINED POINT TOTAL FOR ALL EVALUATED SECTIONS: _____

5.05 Contract Cost — 40 %

Maximum Point Value for this Section — 400 Points

1000 Points x 40 PERCENT = 400 POINTS

Overall, percent of the total evaluation points will be assigned to cost. The cost amount used for evaluation will not be affected by the preferences referenced in Section 6 as this is a federally funded project.

Converting Cost to Points

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out Section 6.15.

5.06 Alaska Offeror Preference — Federally Funded Project, not applicable