

**ATTACHMENT D  
PROPOSAL EVALUATION CRITERIA**

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the following criteria for each component. Each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

	<b>Max. Points</b>	<b>Score</b>
<b>1. OVERALL EXPERIENCE OF COMPANY / STAFF &amp; DEMONSTRATED RESULTS</b> Includes organization's experience relative to the Scope of Work outlined within the RFP, relevance of current/previous work and client list, and references.	<b>30</b>	
<b>2. SCOPE OF WORK</b> Includes overall strategy, tactical work plan, proposed schedule, and team assigned to DRED's account (including third parties).	<b>40</b>	
<b>3. CREATIVITY/INNOVATION</b> Assessment of suggested technologies, third party data sources, and overall approach to the Scope of Work outlined.	<b>15</b>	
<b>4. BUDGET APPROACH / COST EFFECTIVENESS</b> Evaluation of the proposed fee and value of overall program.	<b>15</b>	
<b>TOTAL POINTS</b>	<b>100</b>	