

**State of Florida
Department of Children and Families**



**RFP# - 07HGN1
Behavioral Health Statewide Messaging Campaign
Evaluation Manual Template**

Evaluator Name: _____

Vendor Name: _____

Date of Evaluation: _____

Evaluator Signature: _____

1 GENERAL INSTRUCTIONS

- 1.1 Each evaluator will evaluate each programmatic and financial proposal for all vendor replies that pass the mandatory criteria. Each evaluation criterion must be scored. Fractional values will not be accepted. If an evaluator score sheet(s) is missing scores, it will be returned for completion. Scoring must reflect the evaluator's independent evaluation of the proposal to each evaluation criterion.
- 1.2 Each evaluator has been provided a copy of the RFP, including its appendices, any RFP amendments, and vendor written inquiries and the written responses provided by the Department. Each evaluator will also be provided with a copy of each proposal which should be evaluated and scored according to the instructions provided in the solicitation and the evaluation manual.
- 1.3 Each evaluator shall assign a score for each evaluation criterion based upon his/her assessment of the proposal. The assignment of an individual score must be based upon the following description of the point scores:

IF, in your judgment the proposal demonstrates ...	Points Value	Category
...extensive competency; proven capabilities; an outstanding approach to the subject area; innovative, practical and effective solutions; a clear and complete understanding of inter-relationships; full responsiveness; a clear and comprehensive understanding of the requirements; and planning for the unforeseen.	4	Superior
...clear competency, consistent capability, a reasoned approach to the subject area, feasible solutions, a generally clear and complete description of inter-relationships, extensive but incomplete responsiveness, and a sound understanding of the requirements.	3	Good
...fundamental competency, adequate capability, a basic approach to the subject area, apparently feasible but somewhat unclear solutions, a weak description of inter-relationships in some areas, partial responsiveness, a fair understanding of the requirements, and a lack of staff experience and skills in some areas.	2	Adequate
...little competency; minimal capability; an inadequate approach to the subject area; infeasible or ineffective solutions; somewhat unclear, incomplete or non-responsive; a lack of understanding of the requirements; and a lack of demonstrated experience and skills.	1	Poor
...a significant or complete lack of understanding, an incomprehensible approach, a significant or complete lack of skill and experience; and extensive non-responsiveness.	0	Insufficient

- 1.4 When completing score sheets evaluators should record references to the sections of the RFP and the written proposal materials which most directly pertain to the criterion and upon which their scores were based. Evaluators should not attempt an exhaustive documentation of every bit of information considered but only key information. In general, the reference statements should be brief. If the proposal does not address an evaluation criterion, evaluators should indicate "not addressed" and score it accordingly.
- 1.5 Proposals shall be independently scored by each Evaluator. No collaboration is permitted during the scoring process. The same scoring principles must be applied to every proposal received, independent of other

evaluators. Evaluators should work carefully to be as thorough as possible in order to ensure a fair and open competitive procurement.

- 1.6 No attempt by Department personnel or others, including other evaluators, to influence an evaluator's scoring shall be tolerated. If any attempt is made to influence an evaluator, the evaluator must immediately report the incident to the Procurement Manager. If such an attempt is made by the Procurement Manager, the evaluator must immediately report the incident to the Inspector General.
- 1.7 Only the rating sheets provided should be used. No additional notes or marks should appear elsewhere in the evaluation manual.
- 1.8 Evaluators may request assistance in understanding evaluation criteria and replies only from the Procurement Manager.
- 1.9 Questions related to the solicitation and the evaluations of the proposal should be directed only to:
Michele.staffieri@myffamilies.com
- 1.10 After each evaluator has completed the scoring of each proposal, the scores are then submitted to the Procurement Manager for compilation. The Procurement Manager will average the total point scores by each Evaluator to calculate the points awarded.
- 1.11 Following completion of the independent evaluations, the Procurement Officer will hold a meeting to validate Evaluator scoring. The purpose of the meeting is to ensure that their individual evaluation scores were captured correctly when preparing the total scores and ranking.

2 QUALITATIVE CRITERIA

Evaluators shall assign scores to each of the replies received by the Department based on the following criteria:

<ul style="list-style-type: none"> • The vendor's company structure, subcontractors, and experience and capability to deliver its proposed solution including the vendor performance providing services similar to those specified in this RFP.
<ul style="list-style-type: none"> • The skills and experience of the vendor's leadership team, staff, and resources the vendor will use in implementing its solution.
<ul style="list-style-type: none"> • The vendor's articulation of its solution and the ability of the solution to meet the requirements of this RFP.
<ul style="list-style-type: none"> • The vendor's proposed budget.

3 POINT VALUES

The maximum score for the Programmatic Proposal is 68 points

The maximum score for the Financial Proposal is 20 points.

Scoring Summary Sheet
RFP _____

Name of Vendor Organization: _____

Evaluator Name: _____ Signature: _____

Programmatic Proposal

Criteria	Maximum Points	Points Assigned
Criteria 1: Overview, Qualifications and Experience	24	
Criteria 2: Key Personnel and Subcontractors	16	
Criteria 3: Campaign Management	28	
Total	68	

Financial Proposal

Criteria	Maximum Points	Points Assigned
Criteria 4: Budget Summary and Narrative	20	
Total	20	

Company Qualifications and Experience
Criteria 1 – Overview, Qualifications and Experience

RFP Section 4.2.4 How well does the proposal demonstrate the vendor’s overview, qualifications and experience? Specifically, how well does the proposal demonstrate:

Consideration	Maximum Points	Points Assigned	Notes/Comments
A. The organization’s understanding of the needs specified in the solicitation and their approach and philosophy aligns with the Department’s mission.	4		
B. The qualifications and credentials of the leadership team and their qualifications to lead their organization in meeting the needs of this RFP.	4		
C. The vendor’s experience in providing similar services as requested in this RFP, including:	4		
1. Work done by the individuals who will be assigned to the project;	4		
2. Overall experience of the organization; and	4		
3. A detailed description of any work to be subcontracted with information describing the qualifications and relevant experience of any proposed subcontractors.	4		
D. Examples of the vendor’s experience in developing products, ads or other campaigns or a description of the manner in which the vendor implemented a public health campaign.	4		
Criteria 1 Total	24		

Company Qualifications and Experience
Criteria 2 – Key Personnel and Subcontractors

RFP Section 4.2.5 How well does the proposal demonstrate the vendor’s approach to assigning key personnel and subcontractors? Specifically, how well does the proposal demonstrate:			
Consideration	Max Score	Assigned Score	Notes/Comments
A. Work experience, education, and training of key personnel as it relates to the requirements of this RFP.	4		
B. The vendor’s operational approach to the recruitment, training, supervision and retention of qualified personnel who will be working on this project, including a description of the approach to recruitment of staff able to meet any unique cultural needs of the project.	4		
C. How the organization and proposed subcontractors and staffing levels will best meet the performance standards, credentials for human resources, quality assurance, financial, information technology, and other key professional level employees related to the project.	4		
D. Identification of all proposed subcontracts or the plan and approach to identify, recruit and retain subcontractors, and what services they will provide using the Subcontractor List (Appendix VI).	4		
Criteria 2 Total	16		

Services Approach and Solution
Criteria 3 – Campaign Management

RFP Sections 4.2.6 How well does the proposal demonstrate the vendor’s approach to campaign management? Specifically, how well does the proposal demonstrate the vendor’s approach to:

Consideration	Max Score	Assigned Score	Notes/Comments
A. Developing clear and consistent campaign branding with messaging materials with opportunities for local customization for each 2-1-1 network service provider.	4		
B. Addressing cultural and linguistic needs in communities depending on demographically significant population subsets identified by the Department.	4		
C. Analyzing the messaging, evaluating and reporting in each 2-1-1 network service provider area and statewide.	4		
D. Engaging 2-1-1 network service providers to identify and address the impact of emerging conditions and messaging content, address modifications to the messaging plan or paid media placement schedule and local customization of the campaign materials.	4		
E. Conducting market research and testing to analyze the messaging campaign to identify and address any gaps or opportunities to improvement.	4		
F. Developing a paid media placement schedule across multiple platforms, including at a minimum, traditional mass print, on-line news, and local radio and television, social media and billboard placement.	4		
G. Optimizing utilization of the Paid Media Placement funding, including identifying and leveraging value-added components with media outlets for public service announcements and other un-paid messaging placements.	4		
Criteria 3 Total	28		

Budget Summary and Narrative
Criteria 4 – Budget Summary and Narrative

RFP Sections 4.3.3 How well does the proposal demonstrate the vendor’s proposed costs? Specifically, how well does the proposal demonstrate:

Consideration	Max Score	Assigned Score	Notes/Comments
A. Proposed costs not exceeding \$915,000.	4		
B. Justification for each proposed line item, sufficient to demonstrate the calculation, derivation or methodology of each line item.	4		
C. Each proposed line item is:			
1. Reasonable in nature and appropriate for the delivery of services specified in the RFP.	4		
2. Allowable costs under the grant and state guidelines and standards.	4		
3. Necessary for the delivery of the service tasks specified in the RFP.	4		
Criteria 4 Total	20		