

Score	Description	Discussion
90-100% of available points	Exceptional	Clearly superior to that which is average.
70-80%	Above Average	Better than that which is average.
50-60%	Average	Baseline score for each item with adjustments based upon the evaluator's interpretation of the Bidder's response.
30-40%	Below Average	Substandard to that which is average.
10-20%	Failing	Non-responsive or clearly inadequate to that which is average.
0%	No Experience	Response shows no experience in this skill or capability.

Evaluator Scoresheet for RFX #2334-832

You will be evaluating all Non-Cost Submittal questions. If a question requires Bidders to submit additional documents, they will be included in an attached document.

5.	BIDDER Qualifications and Experience (Management Response)		200 MAX POINTS	SCORE
I.	Please describe the experiences, skills and qualifications your organization possesses that are relevant to an evaluation of your ability to perform the Contract that is the subject of this Solicitation. Please ensure that your answer to this question includes all information that you wish DSHS to consider in determining whether you meet the minimum Bidder qualifications set forth in the Solicitation Document. Please include any relevant experience that distinguishes your organization or makes it uniquely qualified for the Contract.		50	50
COMMENT:	Click here to enter text.			
J.	Please provide the names of the key team members you will assign to this Contract, if you are the Successful Bidder, and provide their proposed roles and copies of resumes describing the relevant experience they possess. Bidder should note that if awarded a contract, it may not reassign its key personnel from the Project without prior approval of DSHS.		50	50
COMMENT:	Click here to enter text.			
K.	Please describe your method for assuring that your services and deliverables are provided in accordance with high quality standards and for immediately correcting any deficiencies. What data would you propose to report to DSHS which would permit verification of your quality assurance activity, findings and actions?		50	50
COMMENT:	Click here to enter text.			
L.	Please describe the measures you employ to assure that your services and deliverables are provided in a cost effective manner that is consistent with quality outcomes and fair employment practices.		50	50

	COMMENT:	Click here to enter text.		
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6.	BIDDER Solution and Proposed Approach (Technical Response)		350 MAX POINTS	SCORE
A.	<p>Please describe your organizations plan to develop and implement a community-focused, culturally and linguistically appropriate outreach, education and media campaign related to safeguarding public assistance benefits and how to avoid the trafficking or skimming of benefits. Please ensure your plan describes how your organization will:</p> <ul style="list-style-type: none"> • Engage with different communities to ensure that the campaign is focused on their needs. • Coordinate campaign activities in specific geographic areas, targeting diverse communities. • Detailed description of campaign objectives and activities that are accessible to racially, ethnically, linguistically and geographically diverse impacted communities. • Outline specific ethnic and social media tools used to reach each identified community. 		100	100
	COMMENT:	Click here to enter text.		
B.	<p>Please describe your organizations proposed language access plan to ensure that all campaign materials and activities are conducted in the primary languages for each targeted community. At a minimum, all materials must be available in Spanish, Vietnamese, Russian, Somali, Chinese, Korean, Ukrainian, Amharic, Arabic, Punjabi, Pashto, and Dari.</p>		100	100
	COMMENT:	Click here to enter text.		
C.	<p>Please describe how your organization will ensure that the campaign meets the needs of each community and provide culturally and linguistically appropriate education and assistance. Tells us about your organization’s plan to create a community-focused campaign through community engagement strategies and activities. In your answer please ensure you describe:</p>		100	100

	<ul style="list-style-type: none"> • Your proposed community engagement strategies and specific activities planned. • Proposed communities that will participate in engagement activities. • Your organizations expectations on the outcome(s) of the community engagement strategies. • How you will recruit impacted communities to provide critical feedback on the campaign. 		
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D.	<p>Please submit three (3) communication material samples of previous work as a single separate PDF. Samples may include but are not limited to:</p> <ul style="list-style-type: none"> • Flyers • Brochures • Videos • Social media posts 	50	50
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Very comprehensive and professional proposal and examples provided.

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