WRITTEN RESPONSE SCORING September 11-September 15, 2023 RFX #2334-832 EBT Fraud Prevention Outreach, Education and Media Campaign

Vendor Name: DH

Evaluator Number: WE1

General Guidelines:

- Please score each vendor's response without reference to the scores for other vendors. Each score should reflect your score based on the criteria only.
- Please note all scores and comments in the allotted sections. If you change a score, initial the change.
- Please include comments that will assist the vendor in understanding why the response did not get full points. Positive comments are also welcome.
- We would prefer that you leave a comment for each question scored, briefly explaining why you assigned that particular score.
- You may discuss the proposals among the evaluation team, but each evaluator should score independently. We do not use consensus scoring.
- Do not downgrade a proposal because it did not address something that was not asked for in the Solicitation.

Scoring of Proposals

The following available points will be assigned to the proposal for evaluation purposes:

All Non-Cost Submittal Questions 550 points

If you have questions, please direct them to Caleb Clark, Solicitation Coordinator, phone 360-664-6076. All evaluations must be returned and reviewed by the Solicitation Coordinator at the end of the evaluation.

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.

You v	will be evaluating all Non-Cost Submittal questions. If a question requires Bidders to submit additional documents, they attached document.	will be include	d in an	
	BIDDER Qualifications and Experience (Management Response)	200 MAX POINTS	SCOR	
Ι.	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 th 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	
J.	Please provide the names of the key team members you will assign to this Contract, if you are the Successful Bidder,			
5.	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.			
	COMMENT: Click here to enter text.	- 50	50	
К.	 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? 			
	COMMENT: Click here to enter text.	50	50	
L.	Please describe the measures you employ to assure that your services and deliverables are provided in a cost effectiv manner that is consistent with quality outcomes and fair employment practices.	2 50	50	

	COMMENT:	Click here to enter text.	

	BIDDER Solution and Proposed Approach (Technical Response)	350 MAX POINTS	SCORE
A	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: • 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. COMMENT: Click here to enter text.	100	100
В	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. COMMENT: Click here to enter text.	100	100
C	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 organziation's plan to create a community-focused campaign through community engagement strategies and activies. In your answer please ensure you describe:	100	100

		PropeYour	proposed community engagement strategies and specific activities planned. osed communities that will participate in engagement activities. organizations expectations on the outcome(s) of the community engagement strategies. you will recruit impacted communities to provide critical feedback on the campaign.		
		COMMENT:	Click here to enter text.		
-	D.	 Please submit three (3) communication material samples of previous work as a single separate PDF. Samples may include but are not limited to: Flyers Brochures Videos Social media posts 		50	50
		COMMENT:	Click here to enter text.		

Click here to enter text.								
Click here to enter text.	_							

Click here to enter text.
Click here to enter text.
Click here to enter text.
Click here to enter text.

WRITTEN RESPONSE SCORING September 11-September 15, 2023 RFX #2334-832 EBT Fraud Prevention Outreach, Education and Media Campaign

Vendor Name: DH

Evaluator Number: WE2

General Guidelines:

- Please score each vendor's response without reference to the scores for other vendors. Each score should reflect your score based on the criteria only.
- Please note all scores and comments in the allotted sections. If you change a score, initial the change.
- Please include comments that will assist the vendor in understanding why the response did not get full points. Positive comments are also welcome.
- We would prefer that you leave a comment for each question scored, briefly explaining why you assigned that particular score.
- You may discuss the proposals among the evaluation team, but each evaluator should score independently. We do not use consensus scoring.
- Do not downgrade a proposal because it did not address something that was not asked for in the Solicitation.

Scoring of Proposals

The following available points will be assigned to the proposal for evaluation purposes:

All Non-Cost Submittal Questions 550 points

If you have questions, please direct them to Caleb Clark, Solicitation Coordinator, phone 360-664-6076. All evaluations must be returned and reviewed by the Solicitation Coordinator at the end of the evaluation.

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.

You v	will be evaluating all Non-Cost Submittal questions. If a question requires Bidders to submit additional documents, they attached document.	will be include	d in an	
	BIDDER Qualifications and Experience (Management Response)	200 MAX POINTS	SCOR	
1.	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 th 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.	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.			
	COMMENT: Click here to enter text.	50	40	
К.	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?			
	COMMENT: Click here to enter text.	50	50	
L.	Please describe the measures you employ to assure that your services and deliverables are provided in a cost effectiv manner that is consistent with quality outcomes and fair employment practices.	e 50	43	

	COMMENT:	Click here to enter text.	

	BIDDER Solution and Proposed Approach (Technical Response)	350 MAX POINTS	SCORE
A	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: • 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. COMMENT: Click here to enter text.	100	100
В	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. COMMENT: Click here to enter text.	100	100
C	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 organziation's plan to create a community-focused campaign through community engagement strategies and activies. In your answer please ensure you describe:	100	100

	 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. 			
	COMMENT:	Click here to enter text.		
D.	 include but are not limited to: Flyers Brochures Videos Social media posts 		50	50
	COMMENT:	Click here to enter text.		

Very comprehensive and professiona	l proposal and examples provided.
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Click here to enter text.
Click here to enter text.

WRITTEN RESPONSE SCORING September 11-September 15, 2023 RFX #2334-832 EBT Fraud Prevention Outreach, Education and Media Campaign

Vendor Name: DH

Evaluator Number: WE3

General Guidelines:

- Please score each vendor's response without reference to the scores for other vendors. Each score should reflect your score based on the criteria only.
- Please note all scores and comments in the allotted sections. If you change a score, initial the change.
- Please include comments that will assist the vendor in understanding why the response did not get full points. Positive comments are also welcome.
- We would prefer that you leave a comment for each question scored, briefly explaining why you assigned that particular score.
- You may discuss the proposals among the evaluation team, but each evaluator should score independently. We do not use consensus scoring.
- Do not downgrade a proposal because it did not address something that was not asked for in the Solicitation.

Scoring of Proposals

The following available points will be assigned to the proposal for evaluation purposes:

All Non-Cost Submittal Questions 550 points

If you have questions, please direct them to Caleb Clark, Solicitation Coordinator, phone 360-664-6076. All evaluations must be returned and reviewed by the Solicitation Coordinator at the end of the evaluation.

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.
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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.

You ۱	will be evaluating all Non-Cost Submittal questions. If a question requires Bidders to submit additional documents, the attached document.	y will be include	ed in an
	BIDDER Qualifications and Experience (Management Response)		
1.	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 minimum Bidder qualifications set forth in the Solicitation Document. Please include any relevant experience that 	he50	Choos an item
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 approv of DSHS. COMMENT: Click here to enter text.		Choos an item
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? COMMENT: Click here to enter text.	50	Choos an item
L.	Please describe the measures you employ to assure that your services and deliverables are provided in a cost effect manner that is consistent with quality outcomes and fair employment practices.	ive 50	

CO	OMMENT:	Click here to enter text.	Choose
			an
			item.

	BIDDER Solution and Proposed Approach (Technical Response)	350 MAX POINTS	SCORE
A.	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: 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. COMMENT: Click here to enter text.	100	Choose an item.
В.	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.COMMENT:Click here to enter text.	100	Choose an item.
C.	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 organziation's plan to create a community-focused campaign through community engagement strategies and activies. In your answer please ensure you describe:	100	Choose an item.

	PropeYour	proposed community engagement strategies and specific activities planned. osed communities that will participate in engagement activities. organizations expectations on the outcome(s) of the community engagement strategies. you will recruit impacted communities to provide critical feedback on the campaign.		
	COMMENT:	Click here to enter text.	•	
D.	include but a Flyer Broch Video	nures	50	Choose an item.
	COMMENT:	Click here to enter text.		

Click here to enter text.	
Click here to enter text.	

Click here to enter text.
Click here to enter text.
Click here to enter text.
Click here to enter text.