

## **Attachment #11 – Technical Evaluation Criteria**

**The evaluation criteria are used by the technical evaluation committee when reviewing the technical proposals. The sub-criteria listed below are weighted in the order of relative importance with weights assigned for evaluation purposes.**

### **1 Technical approach (40 points)**

The proposals will be evaluated on the following:

Proposals are a reflection of quality of work and attention to detail. Proposals should demonstrate a thorough understanding of the work requirements, be clear, and free of errors.

The proposal must demonstrate a thorough understanding of the requirements of the Statement of Work and describe an approach that demonstrates the achievement of timely and acceptable performance of tasks. The Offeror shall provide sufficient detail to demonstrate how they will accomplish the tasks outlined in the Statement of Work, including a management plan. The Technical Approach shall demonstrate creativity, practicality, and offer concrete ideas for how to further NCCAM's communications goals.

The Offeror shall present an understanding of the Center's mission and challenges, scope of work, and purpose of the project to demonstrate an understanding of the requirements from a management and technical standpoint. Each of the tasks should be addressed separately with a complete discussion of the issues that shows a detailed understanding of the requirements as well as the proposed approach to meet these requirements. The methodology should describe steps required and how the contractor will ensure that deadlines will be met. Proposals must demonstrate the ability to prepare clear, concise, organized, and informative written materials. Evaluation of the proposal will include evaluation of the organization, content and clarity of the proposal itself.

- (1) Demonstration of the understanding of the purposes and scope of the problems and work to be accomplished. Mere repetition of the material in the Request for Proposal/Statement of Work does not constitute a satisfactory response.
- (2) Proposed technical approach and methodologies for accomplishing the objectives of each of the tasks
- (3) Demonstration of the quality control and quality assurance methods
- (4) Demonstration of the management structure (including rationale) for the contract, including managing the separate tasks and their relationships
- (5) Demonstration of the organization and clarity of the proposal itself
- (6) Appropriateness of personnel to accomplish the project requirements.
- (7) Demonstration of the compliance with Section 508 requirements.

### **2 Project Management and Personnel/Staffing (30 points)**

The Offeror shall include a detailed description of the demonstrated and documented experience for all staff proposed, including the proposed key personnel (Project Director and Project Manager). The proposed staffing plan should include proposed staff, their roles and responsibilities.

The proposed staff is competent and experienced in the skills required in this Statement of Work. Resumes of staff reflect the length and variety of experience in similar tasks and clearly

demonstrate relevant training and experience. The key managers' resumes shall reflect their experience and ability to coordinate and manage the contract requirements.

Documentation to support that the Project Director has at a minimum ten (10) years experience in health communications and public relations experience and experience managing a staff comparable to the size proposed under this project. The Project Director shall serve as the senior public affairs counsel to NCCAM and oversee staffing, reporting and all communication activities. The Project Director shall have a Bachelor's degree in a field related to the duties required.

Documentation to support that the Project Manager has at a minimum five (5) years experience in health communications. The Project Manager shall have experience overseeing the day-to-day operations. The Project Manager shall have a Bachelor's degree in a field related to the duties required.

The staffing plan is responsive to the SOW and able to accommodate fluctuations in work load in the various tasks.

Documentation to support the proposed Project Director's and Project Manager's ability to commit appropriate time to project activities and to the supervision of the professional and support staff proposed under this project.

Suitability of the proposed professional staff in the technical aspects of management as described in the Statement of Work.

### **3 Capabilities and Resources of the Company (30 points)**

Documentation to support the experience of the organization with similar projects of this size and magnitude.

Documentation to support the availability of additional staff with the appropriate expertise to support heavy workload periods and to provide backups for proposed personnel.

Description of availability, suitability and accessibility of overall facilities and equipment.

Demonstration of ability to respond to the Government's needs within two (2) hours' notification.

Ability to meet/confer with COTR on short notice (less than 1 day). Monthly in-person meetings are required, as well as weekly teleconferences. Other ad hoc meetings and teleconferences shall be required as well.

### **Past Performance**

An evaluation of the offeror's past performance will be conducted. The evaluation will be based on information obtained from references provided by the offeror and other relevant past performance information obtained from other sources known to the Government. The past performance shall demonstrate the contractor's background experience with projects of a similar size and magnitude. The contractor shall provide:

- A minimum of three (3) references to include organization name, address, telephone number, Contracting Officer's name and telephone number, Program Manager's name and telephone number, a description of services provided, contract number, contract type, and the contract value.
- The Offeror shall demonstrate previous experience in health communications planning, message development, social marketing, evaluation, media and other outreach activities with projects of a similar size and magnitude.
- The Offeror shall document its previous experience supporting the communications activities of other Federal health agencies. The Offeror shall present up to five (5) samples—in a Web sample box—of pertinent products that demonstrate capability to perform the tasks in the Statement of Work.

The technical proposal will receive paramount consideration in the selection of a Contractor for this acquisition. All evaluation factors, other than cost or price, when combined, are significantly more important than cost or price. However, cost/price may become a critical factor in source selection in the event that two or more offerors are determined to be essentially equal following the evaluation of all factors other than cost or price. The Government intends to make an award to that offeror whose proposals provide the best overall value to the Government.