

**BASIS OF AWARD**

(To be completed by County evaluation committee)

(100 Point total will be used to determine the Award)

The County will select the vendor deemed most advantageous to the  
County, based on price and other factors considered.

**RFP-21-056 Public Relations Consultant – Direct Development**

<b>EVALUATION FACTORS</b> Points awarded will be based on the information contained in the technical proposal, any supplemental information obtained and information gathered during the interview, if one is conducted.		<b>SCORE</b>
<b>A.    <u>Technical Proposal contains all required information</u></b> All required documentation submitted.  <b>5</b> points		<b>5</b>
<b>B.    <u>Relevance and Extent of Qualifications, Experience, and Training of Personnel to be assigned.</u></b> Direct Development has been in business since 2008. <b>25</b> points.		<b>22</b>
<b>C.    <u>Relevance and Extent of Similar Engagements performed</u></b> Direct Development has provided good past experience with numerous municipalities and one county. <b>25</b> points.		<b>22</b>
<b>D.    <u>Plan for performing engagement is realistic, thorough, and demonstrates knowledge of requirements and personnel availability</u></b> Direct Development provided a good description of services they can provide and how they would perform this work. <b>25</b> points.		<b>22</b>
<b>E.    <u>Reasonableness of Cost Proposal</u></b> Hourly rate : \$125.00 per hour. <b>20</b> points.		<b>17</b>
<b>TOTALS</b>		<b>88</b>