

Riggs Creative
Group

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-25-029 ADVERTISING CAMPAIGN

EVALUATION FACTORS		SCORE
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.		
A.	Proposal contains all required checklist information <u>5</u> points	5
B.	<u>Relevance and Extent of Qualifications, Experience, and Training of Personnel to be assigned</u> <u>25</u> points	25
C.	<u>Relevance and Extent of Similar Engagements performed</u> <u>25</u> points	25
D.	<u>Plan for performing engagement is realistic, thorough, and demonstrates knowledge of requirements and personnel availability</u> <u>25</u> points	25
E.	Reasonableness of Cost Proposal <u>20</u> points	20
TOTALS		100

4/22/2025