



ATTACHMENT 3

Request for Proposals (RFP) Rating Methodology

The County evaluates responsive proposals for Program Cost, proposed Cash or In-Kind Contributions, Program Design and Organizational Capacity to determine the highest overall point score. The rating scale establishes standards by which The Proposal Evaluation Committee assigns points to proposals, and it ensures that members of the Proposal Evaluation Committee evaluate each proposal with consistency. There is a maximum of 100 points available as listed below, all scored based on a qualitative evaluation formula.

Component	Maximum Points
Cash or In-Kind Contribution	5
Experience	15
Organizational Capacity & Financial Capacity	20
Program Goals	30
Program Design	30

1. CASH OR IN-KIND CONTRIBUTION

The RFP Facilitator calculates points for cash or in-kind contributions with input from the Proposal Evaluation Committee. The Facilitator may award points per designated cost factor, up to a maximum of five (5) points. Any in-kind of cash contributions must relate specifically to the programmatic need as identified in the RFP.

2. EXPERIENCE, ORGANIZATIONAL CAPACITY, PROGRAM GOALS, AND PROGRAM DESIGN

The Proposal Evaluation Committee reviews the Experience, Organizational Capacity, Goals, and Program Design components of each responsive proposal submitted. After reviewing the proposals, the Proposal Evaluation Committee rates each proposal component using the following formulas and criteria:

	Experience (maximum 15 points)	Organizational Capacity (maximum 20 points)	Program Goals and Program Design (maximum 30 points)
Rating	Point Range	Point Range	Point Range
Exceptional	13 - 15	18 – 20	25 – 30
Good	10 - 12	14 – 17	19 – 24
Acceptable	7 - 9	10 – 13	13 – 18
Marginal	4 - 6	5 – 9	7 – 12
Unacceptable	0 - 3	0 – 4	0 – 6

Rating	Definition and Criteria for Rating Program Design and Organizational Capacity components of Proposal
Exceptional	The proposal has exceptional merit and reflects an excellent approach, which should clearly result in the superior attainment of all requirements and objectives. The proposed approach includes numerous substantial advantages, and essentially no disadvantages, and the County can reasonably assume that it will result in outstanding performance.
Good	The proposal demonstrates a sound approach, which the County expects to meet all requirements and objectives. This approach includes substantial advantages, and few relatively minor disadvantages, which collectively can be expected to result in better than satisfactory performance.
Acceptable	The proposal demonstrates an approach, which is capable of meeting all requirements and objectives. The approach has both advantages and disadvantages, however the disadvantages do not outweigh the advantages and the County expects the approach to result in satisfactory performance.
Marginal	The proposal demonstrates an approach, which, while being capable of meeting all requirements and major objectives, may not meet some lesser objectives. Any advantages that exist in the approach slightly outweigh existing disadvantages.
Unacceptable	The proposal demonstrates an approach, which will very likely not be capable of meeting all requirements and objectives. This approach has one or more substantial disadvantages. Collectively, the advantages and disadvantages are not likely to result in satisfactory performance.

CONSOLIDATION OF INDIVIDUAL EVALUATION SCORES

After each member of the Proposal Evaluation Committee has completed the evaluation process, the Proposal Evaluation Committee meets as a group to discuss the proposals, identify, and make clarifications. If aspects of a proposal needs clarification, the RFP Facilitator may communicate with a proposer to clarify uncertainties or eliminate confusion, which may include scheduling oral interviews with top candidate(s). This communication may not result in a material or substantial change to the proposal, but Proposal Evaluation Committee members may modify their scores during the clarification period. The RFP Facilitator reads the individual scores and calculates a total of the combined scores.

NOTICE OF INTENT TO AWARD

Once the Proposal Evaluation Committee evaluates and rates all factors, the RFP Facilitator makes a recommendation for proposal selection to the Department’s management team. Butte County awards the contract to the most responsive proposer whose proposal is determined to be the most advantageous to the County, taking into consideration the evaluation factors set forth in the RFP.