



**ATTACHMENT J
EVALUATION SCORING RUBRIC**

CITY OF PHOENIX

In accordance with Administrative Regulation 3.10, Competitive Sealed Proposals, contracts will be awarded to the responsible offeror(s), whose proposal(s) are determined to be the most highly rated, taking into consideration the evaluation criteria set forth in the request for proposals. The evaluation criteria are listed below along with the possible points assigned to each.

Criteria 1: General Information	No point value
Criteria 2: Method of Approach and Service Implementation	500 Points
Criteria 3: Experience and Qualifications of Key Staff	400 Points
Criteria 4: Fee Schedule	100 Points
TOTAL AVAILABLE POINTS:	1,000 Points

Rating Definitions for Criteria 2 - 3	% of Max Points
Exceeds Expectations = The Offeror's response fully addresses the requirement(s) of the RFP but also provides superior experience, a creative/innovative approach, or an exceptional solution.	100% Points
Above Expectations = The Offeror's response meets all requirement(s) outlined in the RFP but goes beyond what is required in some aspects.	80% Points
Meets Expectations = The response meets the requirement(s) outlined in the RFP.	60% Points
Below Expectations = The response minimally addresses the requirement(s) of the RFP, but one or more major considerations of the requirement(s) is not addressed, or the experience and/or solution is so limited that it results in a low degree of confidence in the response or proposed solution.	40% Points
Unacceptable = The response fails to address the requirement(s) of the RFP or fails to provide any experience related to the requirement(s) of the RFP or elements of the proposal are unacceptable.	0 Points
Rating Definitions for Criteria 4	Max Points
Lowest price divided by Offeror's price multiplied by total number of points assigned to price.	100 points