



**ATTACHMENT I
EVALUATION SCORING RUBRIC**

CITY OF PHOENIX

In accordance with Administrative Regulation 3.10, Qualifications Based Selections, contracts will be awarded to the most highly qualified and responsible offerors, taking into consideration the evaluation criteria set forth in the request for qualifications. The evaluation criteria are listed below along with the possible points assigned to each. The evaluation criteria sections will be evaluated in the following format:

| | |
|---|---------------------|
| Criteria 1: Method of Approach | 400 Points |
| Criteria 2: Experience and Expertise of Key Personnel | 300 Points |
| Criteria 3: Cost/Budget | <u>300 Points</u> |
| TOTAL AVAILABLE POINTS: | 1,000 Points |

| Rating Definitions for Criteria 1 and 2 | % 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 3 | Max Points |
| Lowest price divided by Offeror's price multiplied by total number of points assigned to price. | 300 points |