

Developing accurate and detailed evaluation scoring criteria gives the vendor the best opportunity to focus their proposal on those things important to your task order and organization. By providing detailed information on how offerors will be scored, you make a strong investment in not allowing subjective decision making to take the place of fair and equal treatment for offerors. This document should serve to assist you in creating evaluation scoring criteria that are detailed, objective, and consistent with the PICS III contract vehicle.

Generally, 4-5 factors should be sufficient for scoring proposals and ultimately arriving at the lowest-cost and technically acceptable offer. While price is not always the most important evaluation factor, proposed prices are generally considered in determining the contractor that represents *Best Value* to the Government.

Examples of Criteria from the PICS III Contract

- Understanding of the requirements
- Experience and capability on similar tasks
- Technical approach, methods and procedures for satisfying the requirements with a discussion of potential problems to be encountered and proposed solutions and/or risk mitigation strategies
- Procedures for assuring quality of work, products, and deliverables
- Plan for managing the task order, including meeting requirements and schedules, and performance measures (if applicable)
- Staffing plan with skill levels and level of effort for each individual propose
- References to evaluate past performance
- Cost/Price to perform the task order

The PICS III Program Support Team or your Task Order Contracting Officer can work with your office to define and expand on each factor to be used in the technical evaluation process.

Example of Criteria for a Web Project

This example was not developed in conjunction with the PICS III contract, but it can serve as a good reference for how evaluation factors may be more clearly defined. This will provide the contractor and the evaluator a clearly defined standard as to how the contract will be awarded.

Experience and Capability on Similar Tasks (36 points)

- Must demonstrate successful performance in executing a contract of this nature.

- Must demonstrate extensive experience in website design, organization, and management, as well as a thorough knowledge of internet technologies, trends, and applications.
- Must demonstrate experience in writing and editing materials for the internet on technical topics.
- Must have familiarity with hardware and software used by people with disabilities, as well as with Section 508 of the Rehabilitation Act and its application to electronic media and websites.

Specialized Experience (32 points)

- Must demonstrate extensive knowledge of, and proficiency in, using the latest standard HTML style, including proficiency in coding tables, forms, and graphic images.
- Must be able to produce graphic images in various sizes and at various resolutions. Must have extensive knowledge of, and proficiency in, Microsoft Office, Internet Explorer, Netscape, HTML editors, and Adobe Acrobat. Must have detailed knowledge of website accessibility requirements, as specified by Section 508 of the Rehabilitation Act.
- Must have knowledge of Java, Java script, other scripts, dynamic HTML, cascading style sheets, and active server pages.
- Must have some knowledge of multimedia players and plug-ins.
- Must be familiar with popular social media sites and administrative tools, as well as Word Press blogging software.

Technical Approach (32 points)

- Must demonstrate a full understanding of the goals, expectations, and technical/managerial aspects of this contract.
- Must recognize the variability of the work and must provide a backup plan in the event that the website manager becomes absent.

Sub-Factors

Sometimes it may be useful to include sub-factors. For example, you might list Technical Approach as a significant technical factor with three sub-factors: methods and procedures; discussion of potential problems to be encountered; and proposed solutions and risk mitigation strategies. Note the following example developed from the PICS III Contract:

- 1) Understanding of the requirements (5 points)
- 2) Experience and capability on similar tasks (15 points)

- 3) Technical approach (30 points total)
 - a) Methods and procedures (10 points)
 - b) Discussion of potential problems to be encountered (10 points)
 - c) Proposed solutions and risk mitigation strategies (10 points)
- 4) Procedures for assuring quality of work, products, and deliverables (10 points)
- 5) Plan for managing the task order, including meeting requirements and schedules, and performance measures (if applicable) (5 points)
- 6) Staffing plan (10 points)
- 7) References to evaluate past performance (10 points)
- 8) Cost/Price to perform the task order (15 points)