

**Scoring Criteria 1: Qualifications/Expertise of Firms on Team**

Min pts 0 : Max pts 10

- A. Include the following items:
- Provide a listing of all firms on your proposed team;
  - List the type(s) of expertise that each firm on your team can provide;
  - How long has each firm on your team provided these type(s) of expertise; and
  - Provide organization chart of your proposed team and include the respective roles that each firm will provide for the team.
- B. Include the following items:  
Provide listing of each team member's offices within the state of Washington, include the total number of employees within each location and the types of expertise that is available at each location.
- C. Include the following items:  
If the proposal includes a sub-consultant, has the prime consultant worked with proposed sub-consultant(s) on similar projects in the last three years? If yes, provide name of the project, each firm's role on the project and the dates the services were performed. Limit examples to one project for each sub-consultant firm.
- D. Include the following items:  
Provide table identifying current availability of key staff and resources for each firm on the proposed project team. The availability of staff must be identified as hours available per month for the length of the project, not in percentages of time available.
- E. Include the following items:  
Provide a list of up to three (3) projects that each firm on your project team has completed within the last three (3) years. The project(s) must demonstrate the required expertise needed for this project. Include the work/services provided on the project(s) and the approximate amount received for each project.

**Scoring Criteria 2: Qualifications of Proposed Project Manager**

Min pts 0 : Max pts 10

- A. Include the following items:  
Provide up to three (3) examples for the proposed Project Manager that demonstrates his/her prior experience as a Project Manager on similar projects. Include the date(s) of each project; the name of the client/organization for each project; list the project manager's responsibilities and tasks on each project.
- B. Include the following items:  
Demonstrate the Project Manager's familiarity with relevant state and federal regulations and/or procedures.

C. Include the following items:

Provide up to three (3) examples of the proposed Project Manager's ability to manage all of the following within a project;

- Project schedule;
- Scope of work/scope creep;
- Budget issues; and
- Changes that arise throughout the life of the project.

D. Include the following items:

Provide listing of professional licenses/accreditations for the proposed Project Manager; include the year that each license/accreditation was received. Please include the licenses that were obtained in the State of Washington only.

**Scoring Criteria 3: Key Team Members Qualifications (Prime Consultant and Sub-Consultants)**

Min pts 0 : Max pts 10

A. Include the following items:

- List each key team member's role/responsibilities on your proposed team.
- For each proposed key team member, provide up to three (3) examples of prior relevant projects. Include the name of project(s); dates of the project(s); and roles/responsibilities for each team member on those project(s); and
- For each key team member on your proposed team, demonstrate his/her understanding of WSDOT and/or public agency regulations/procedures.

**Scoring Criteria 4: Firm's Project Management (Prime Consultant Only)**

Min pts 0 : Max pts 20

A. Describe your firm's:

- Quality Assurance/Quality Control processes;
- Tracking system(s) to monitor the project's scope, schedule and budget;
- Process for interacting with your internal project team;
- Ability to manage projects with tight deadlines, product complexity and uncertainty, political sensitivities, multiple media markets and overlapping campaigns;
- Existing contacts and networks across regions;
- Ability to market effectively in the greater-Seattle and Western Washington markets;
- Ability to produce results while complying with state requirements;
- Ability to track and summarize media value and impressions; and
- Ability to verify and document the appearance of purchased ads.

**Scoring Criteria 5: Project Delivery Approach**

Min pts 0 : Max pts 30

A. Brand and Marketing Campaign Strategy:

- Previous experience developing branding and paid advertising campaigns;

- Experience selling a complex concept, product or program;
- Ability to navigate a politically sensitive landscape;
- Ability to handle short or changing deadlines, markets and marketing environments;
- Ability to deliver individualized educational campaigns for different toll facilities in different market areas; and
- Ability to work productively as part of an integrated team of state staff and consultants.

B. Marketing Implementation:

- Previous experience producing campaigns for similarly complex products and services
- Previous experience producing print, outdoor, radio, interactive/social media, television
- Previous experience producing publication materials
- Ability to handle short or changing deadlines
- Proposed production facilities
- Ad creativity, relevance and effectiveness
- Ability to purchase and place advertising and leverage limited media budgets

**Scoring Criteria 6: References/Past Performances (Prime Consultant Only)**

Min pts 0 : Max pts 0

A. Include the following items:

Provide a minimum of three (3) with a maximum of five (5) performance evaluations for either WSDOT projects, Non-WSDOT projects, or a combination of both that are either currently active projects or that has a project completion date within the last three (3) years.

***Performance Evaluations on WSDOT projects:***

If you wish to have a Performance Evaluation completed on a WSDOT project, please contact the WSDOT project manager and have them complete WSDOT's internal Filemaker Pro form 272-019 "Performance Evaluations – Consultant Services."

***Performance Evaluations for Non-WSDOT projects:***

If your firm does not have performance evaluations with WSDOT, it is necessary to have an evaluation of past performance completed by a client. You are required to use the WSDOT provided form and have it completed by your client. We will not accept your client version of a performance evaluation form. The WSDOT version of the evaluation form may be obtained by clicking on the link "Performance Evaluation Completed by Reference" which can be found on the main web page for this advertisement.

**Scoring Criteria 7: Cost Factors (Prime Consultant Only)**

Min pts 0 : Max pts 20

Include the following items (If your firm has an established overhead rate use item "A" otherwise use item "B.")

- A. Overhead Rate and Direct Labor Costs:
- Overhead rates: Please state your firm's overhead rate. Please include supporting audited/unaudited overhead schedule for the most current fiscal year. Please include the beginning and ending dates of your firm's fiscal year.
  - Direct (raw) labor costs: Listing of all proposed key personnel with corresponding labor classifications, clearly identifying the proposed project manager, and the associated direct (raw) labor costs for each labor classification.
- B. Statement of Billing Rates: If your firm does not have an overhead rate, include the following:
- Descriptive statement that the rates listed are the lowest/best rates given to any client;
  - The beginning and ending dates that the quoted hourly rates are valid;
  - Listing of all proposed key personnel with corresponding labor classifications, clearly identifying the proposed project manager; and
  - The hourly billing rates for each labor classification.