Application Guide for Module 4
Evaluating Proposals

Using this Guide

As you go through this training, you will see these icons which indicate a prompt for reflection. You can:

1. Pause the training and do the prompt, OR
2. Complete the training and then go through the guide.

You can then address specific questions through the Technical Assistance provided by WIOA subject matter experts.

Part 1: Evaluation & Scoring

Please utilize the following prompts to reflect on and strengthen your local evaluation and scoring of proposals.

1. What information about scoring and evaluation do you share in the RFP?

2. What are the evaluation criteria that the review team will use to score each proposal?

3. What criteria is more important to the local priorities of your LWDB? How will that be reflected in the scores?

4. Does your review team have a rubric to use, which incorporates the evaluation criteria and reflects each section of the RFP?

5. Does your rubric clearly outline possible numerical scores for each section, with a description of what merits each score?

6. How are you incorporating the applicant's past performance into the evaluation process?

7. How are you weighting your sections?

8. What is the competitive range (the range of scores that have a reasonable chance at being selected) for your proposals?

9. What score is too low for consideration or advancement to the next step (i.e. outside of your competitive range)?

10. After selection has been made and approved, how do you notify the selected proposer? How do you notify the non-selected proposers?

11. How do you provide feedback to non-selected proposers on their scores?

Part 2: Best Practices

12. Do you provide internal training for evaluators? What is covered in the training?

13. What's your timeframe for evaluation and scoring, and how do you ensure you adhere to this timeframe?

14. How will you ensure that evaluators understand the types of programs and services that are being procured?

15. Prior to scoring, have you collected a signed and dated conflict of interest statement from each person on the review panel?

16. What firewalls do you have in place to keep procurement and operations separate?

17. If potential service providers need to be contacted during evaluation – for clarification or a further interview – who is the designated person for this responsibility?

Part 3: Rubric Creation Guide

This guide will assist you in the creation of a local, customized rubric.

Step 1

Review the Model Evaluation Criteria below. Identify local priorities. Determine if and how this criteria will be adapted to suit local needs and plans.

Model Evaluation Criteria

It is critical to ensure that evaluation criteria and the RFP are aligned. See below for sample criteria for evaluating RFPs, as outlined in **N.J.A.C. 5:34-4.2.** According to this policy, "These criteria are not intended to be limiting or all-inclusive, and they may be adapted or supplemented in order to meet a contracting unit's individual needs as competitive contracting may dictate. No criteria shall unfairly or illegally discriminate or exclude otherwise capable vendors."

1. Technical criteria:

    i. Proposed methodology:

        (1) Does the vendor's proposal demonstrate a clear understanding of the scope of work and related objectives?

        (2) Is the vendor's proposal complete and responsive to the specific RFP requirements?

        (3) Has the past performance of the vendor's proposed methodology been documented?

        (4) Does the vendor's proposal use innovative technology and techniques?

    ii. Are sound environmental practices such as recycling, energy efficiency, and waste reduction used?

2. Management criteria:

    i. Project management:

        (1) How well does the proposed scheduling timeline meet the contracting unit's needs?

        (2) Is there a project management plan?

    ii. History and experience in performing the work:

(1) Does the vendor document a record of reliability of timely delivery and on-time and on-budget implementation?

(2) Does the vendor demonstrate a track record of service as evidenced by on-time, on-budget, and contract compliance performance?

(3) Does the vendor document industry or program experience?

(4) Does the vendor have a record of moral integrity?

iii. Availability of personnel, facilities, equipment and other resources:

(1) To what extent does the vendor rely on in-house resources vs. contracted resources?

(2) Are the availability of in-house and contract resources documented?

iv. Qualification and experience of personnel:

(1) Documentation of experience in performing similar work by employees and when appropriate, sub contractors?

(2) Does the vendor make use of business capabilities or initiatives that involve women, the disadvantaged, small and/or minority owned business establishments?

(3) Does the vendor demonstrate cultural sensitivity in hiring and training staff?

3. Cost criteria:

i. Cost of goods to be provided or services to be performed:

(1) Relative cost: How does the cost compare to other similarly scored proposals?

(2) Full explanation: Is the price and its component charges, fees, etc. adequately explained or documented?

ii. Assurances of performance:

(1) If required, are suitable bonds, warranties, or guarantees provided?

(2) Does the proposal include quality control and assurance programs?

iii. Vendor's financial stability and strength:

(1) Does the vendor have sufficient financial resources to meet its obligations?

Step 2

Review the sections in your Request for Proposal. Record those sections in the left column. (Include all sections, whether or not they will be scored). Then determine if each section is scored, required, how it relates to your evaluation criteria you determined in Step 1, and what percentage or points it shall be worth.

Section Name from RFP	Scored? (Yes/No)	Required? (Yes/No)	Which criteria (technical, management, cost, etc.) does this section relate to? In other words, how will this section be evaluated? *Please refer to the evaluation criteria determined in Step 1.*	What percentage of the whole OR total points shall this section be worth?

Pro Tip: Consider if there are any other sections or categories that you wish to score, in alignment with local plans and priorities. What will be evaluation criteria for those sections?

Step 3

Draft your rubric. Refer to the work you've done in both Steps 1 and 2 to sketch out your rubric.

A sample structure is provided below, with a numerical system of 0-3, but keep in mind you can use any numerical system desired. For another example, please see the rubric on page 5 of the **WIOA Title 1 Monitoring Guide: Youth Service Procurement**

Sections *(should generally mirror the RFP)*	Score: 0	Score: 1	Score: 2	Score: 3
Program Description	Program descriptions are unclear or do not address the RFP.	Program descriptions address some of the standards, expectations and outcomes of the RFP.	Program descriptions address standards, expectations, and outcomes in the RFP.	Strong program descriptions address the standards, expectations and outcomes in the RFP. Innovative ideas and technologies are incorporated.
Staffing Plans	Staffing details are not addressed and no specific plan is included.	Staffing plan is included but offers few specific details regarding roles and responsibilities.	Staffing plan with roles and responsibilities is included.	Detailed staffing plan with roles and responsibilities are included.
Program and Industry Knowledge	Vendor lacks programmatic and industry expertise and/or experience.	Vendor documents limited programmatic and industry knowledge and/or experience.	Vendor documents some programmatic and industry knowledge and/or experience.	Vendor documents programmatic and industry expertise and experience.
Community Engagement	Details regarding community engagement, including partner collaboration and community outreach are inadequate and/or missing.	Proposal addresses community engagement, including partner collaboration and community outreach but has inadequacies.	Proposal adequately addresses community engagement, including details regarding partner collaboration and community outreach.	Proposal clearly addresses community engagement, including strong plans for partner collaboration, and community outreach.

Pro Tip: You should have three separate rubrics – to evaluate the One Stop Operator, Title 1 Career Services, and Title 1 Youth Services separately. This is the case whether you have one RFP that specifies the three scopes of work, *or* three separate RFPS.

Step 4

Use the rubric checklist below as you finalize your rubric.

Does your rubric…

- ❑ Incorporate evaluation criteria according to local needs and plans?
- ❑ Reflect each section of the RFP (whether scored or not)?
- ❑ Include a range of scores, with a description of what merits each score?
- ❑ Include any weighted section, which is optional?

Furthermore, have you…

- ❑ Obtained feedback from others (hired board staff, committees, etc.) regarding the rubric?
- ❑ Created three separate rubrics to reflect the three procured services (One Stop Operator, Title 1 Career Services, and Title 1 Youth Services)?
    - o **Note:** You should have three separate rubrics whether you have three RFPS, *or* one RFP which delineates three separate scopes of work. This is because your evaluation criteria should be customized to local needs and plans for each procured service.