

RFP # _____
INDIVIDUAL TECHNICAL EVALUATION WORKSHEET

Contractor _____

Date _____

Evaluator _____

VOLUME 1 - TECHNICAL PROPOSAL. Proposals will be evaluated against the specification requirements in accordance with the following evaluation criteria ,which are listed in descending order of importance with the sub-factors comprising these criteria also listed in descending order of importance. This aspect is worth a total of 8100 points.

(1) Interpretive Approach The Technical Proposal will be evaluated for its interpretive content including: interpretive themes, interpretive techniques, creativeness in interpretive design, interpretive writing, visitor involvement, and its ability to improve and strengthen the stated objectives. Evaluation will be based on Freeman Tilden’s book, *Interpreting Our Heritage* and his six guiding principals of interpretation, (Tilden’s). Larry Cable and Ted Beck’s book *Interpreting for the 21st Century* and their 15 expanded guiding principles of interpretation, (Beck’s), will be used as a guide for the evaluation. This aspect is worth a total 3100 points.

(a) Exhibits meet Tilden’s principal #1: *Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.* Of the exhibits presented in the proposal points will be awarded on the following basis:

- (i) Almost all met (90 to 100%) - award 300 points _____
 - (ii) Most met (60 to 89%) - award 150 points _____
 - (iii) Half met (50 to 59%) - award 75 points _____
 - (iv) Less than half (0 to 49%) - award 25 points _____
- Award only one of the following bonuses if applicable
- (v) Exhibits include 1st 10 interp. objectives - award 25 points _____
 - (vi) Exhibits include 1st 17 interp. objectives - award 75 points _____
 - (vii) Exhibit includes all of the interp. obj. - award 150 points _____ Score _____

(b) Exhibits meet Tilden’s principal #2: *Information , as such, is not interpretation. Interpretation is relevation based upon information. But they are entirely different. However, all interpretation includes information.* Of the exhibits presented in the proposal points will be awarded on the following basis:

- (i) Almost all met (90 to 100%) - award 300 points _____
 - (ii) Most met (60 to 89%) - award 150 points _____
 - (iii) Half met (50 to 59%) - award 75 points _____
 - (iv) Less than half (0 to 49%) - award 25 points _____
- Award only one of the following bonuses if applicable
- (v) Exhibits include 1st 10 interp. objectives - award 25 points _____
 - (vi) Exhibits include 1st 17 interp. objectives - award 75 points _____
 - (vii) Exhibit includes all of the interp. obj. - award 150 points _____ Score _____

(c) Exhibits meet Tilden’s principal #4: *The chief aim of interpretation is not instruction, but provocation.* Of the exhibits presented in the proposal points will be awarded on the following basis:

- (i) Almost all met (90 to 100%) - award 300 points _____
 - (ii) Most met (60 to 89%) - award 150 points _____
 - (iii) Half met (50 to 59%) - award 75 points _____
 - (iv) Less than half (0 to 49%) - award 25 points _____
- Award only one of the following bonuses if applicable
- (v) Exhibits include 1st 10 interp. objectives - award 25 points _____
 - (vi) Exhibits include 1st 17 interp. objectives - award 75 points _____

(vii) Exhibit includes all of the interp. obj. – award 150 points _____ Score _____

(d) Exhibits meet Beck’s principal #5: *Interpretation should present a complete theme or thesis and address the whole person.* Of the exhibits presented in the proposal points will be awarded on the following basis:

- (i) Almost all met (90 to 100%) - award 300 points _____
- (ii) Most met (60 to 89%) - award 150 points _____
- (iii) Half met (50 to 59%) - award 75 points _____
- (iv) Less than half (0 to 49%) - award 25 points _____

Award only one of the following bonuses if applicable

- (v) Exhibits include 1st 10 interp. objectives - award 25 points _____
- (vi) Exhibits include 1st 17 interp. objectives - award 75 points _____
- (vii) Exhibit includes all of the interp. obj. – award 150 points _____ Score _____

(e) Interpretive Writing. The Offeror shall have submitted a sample text for interpretive objective.(g), Section C.2. This text shall be evaluated on the principals set forth in Tilden’s Chapter 8, The Written Word, and Section C.5.b.(6) of the contract. Points shall be awarded on the following basis:

- (i) The information is concise, simple, and straight forward - award 100 points _____
- (ii) The information is in a language that will be easily understood and relevant to all visitors. – award 100 points _____
- (iii) Language is inspiring and luring. - award 100 points _____
- (iv) Writing addresses what readers want to know. - award 100 points _____
- (v) Writing is not a text book approach. - award 100 points _____
- (vi) There are tiered levels of information - award 100 points _____
- (vii) Bonus points. Text included else where in the proposal and from examples from other jobs similar in scope exhibit the desired qualities listed above in (i) through (vi) - award 200 points _____

Score _____

(f) Visitor involvement. The Offeror is to include a variety of discovery techniques. Point shall be awarded on the following basis:

Award only one of the following:

- (i) One method of involvement - award 25 points _____
- (ii) Two methods of involvement - award 50 points _____
- (iii) Three methods of involvement - award 75 points _____
- (iv) Four methods of involvement - award 100 points _____
- (v) Five methods of involvement - award 150 points _____
- (vi) Six methods of involvement - award 200 points _____
- (vii) Seven methods of involvement - award 300 points _____
- (viii) Greater than seven methods - award 500 points _____ Score _____

(2) Compliance with Objectives The Offeror shall submit a proposal meeting the interpretive objectives (twenty-four) listed in Section C.2. Evaluation criteria for scoring is in descending order of importance. This aspect is worth 1520 points

(a) Met first ten (10) objectives. Objective (a) through (j), as listed in Section C.2, are of the highest importance. 50 points for each objective met; 500 points possible. Score _____

a _____ b _____ c _____ d _____ e _____

f ____ g ____ h ____ i ____ j ____

(b) Meet next seven (7) objectives. Objective (k) through (g), as listed in Section C.2, are of medium importance
35 points for each objective met; 245 points possible. Score _____

k ____ l ____ m ____ n ____ o ____ p ____ q ____

(c) Meet last seven objectives. Objective (r) through (x), as listed in Section C.2, are the lowest in importance.
25 points for each objective met; 175 points possible. Score _____

r ____ s ____ t ____ u ____ v ____ w ____ x ____

(d) First Bonus Points – 100 additional points if all of the first 10 (ten) objectives, (a) through (j), are met.
100 Bonus points possible. Score _____

(e) Second Bonus Points - 200 additional points, if all of the top 17 (seventeen) objectives, (a) through (q), are met:
200 Bonus points possible. Score _____

(f) Third Bonus Points - 300 additional points if all 24 (twenty-four) objectives, (a) through (x), are met.
300 Bonus points possible. Score _____
Total Score _____

(3) Conceptual Design. The Technical Proposal shall include a conceptual design to the 10% level based on the interpretive objectives, Section C.2, and the Design Criteria, Section C.5. This aspect is worth a total of 1500 points.

(a) The offeror shall provide drawings keyed to the floor plan showing content of exhibits, elevations, perspective views, graphic treatments and AV treatments if included that meet the criteria established in Section C.5. Points will be subjectively using Tilden's and Beck's principals of interpretation.

- (i) Good thematic grouping. Award between 0 and 250 points _____
- (ii) Good flow patterns. Award between 0 and 250 points _____
- (iii) Creativeness Award between 0 and 250 points _____
- (iv) Conflict of media and Stimulus minimized. Award between 0 and 250 points _____

(b) Exhibits meet American with Disabilities Act. Award 200 points _____
(all or none)

(c) Incorporates Information Desk and Sales Area in Design. There is a clear view to the desk from Interpreter's office Award 200 points _____
(all or none)

(d) Appears to provide ease of operation and maintenance.

Award only one

- (i) Significant evidence. Award 50 points _____
- (ii) Some evidence. Award 25 points _____
- (iii) No evidence. Award 0 points _____

(e) Appears to provide reliability and durability.

Award only one

- (i) Significant evidence. Award 50 points _____
- (ii) Some evidence. Award 25 points _____
- (iii) No evidence. Award 0 points _____

(4) Meeting the Specifics requested to be incorporated. The Offeror shall include in the proposal all the requested specific elements, as indicated below, that are described in Section C.5.c. This aspect is worth a total of 1000 points.

(a) The proposal includes those specific items listed below from section C.5.c. Each rated item will be given points in two areas: 1st a value if incorporated and 2nd a range of discretionary points based on the judges appreciation of the design, creativeness and adherence to Tilden's and/or Beck's principals of interpretation as listed in attachment 8.

(i) Corps Identification [C.5.c.(1)]

- Is incorporated in the proposal. Give 200 points _____
- Discretionary points. Give up to 50 points _____ Score _____

(ii) Visitor Center Approach [C.5.c.(2)]

- Is incorporated in the proposal. Give 100 points _____
- Discretionary points. Give up to 75 points _____ Score _____

(iii) Information/Orientation Area [C.5.c.(3)]

- Is incorporated in the proposal. Give 100 points _____
- Discretionary points. Give up to 75 points _____ Score _____

(iv) Wildlife Display [C.5.c.(9)]

- Is incorporated in the proposal. Give 100 points _____
- Discretionary points. Give up to 75 points _____ Score _____

(v) Touch Screen Interactive Display [C.5.c.(4)]

- Is incorporated in the proposal. Give 50 points _____
- Discretionary points. Give up to 25 points _____ Score _____

(vi) Brochure Racks [C.5.c.(5)]

- Is incorporated in the proposal. Give 50 points _____

- Discretionary points. Give up to 25 points _____ Score _____

(vii) Exit Display [C.5.c.(6)]

- Is incorporated in the proposal. Give 50 points _____

- Discretionary points. Give up to 25 points _____ Score _____

Total Score _____

(5) Relevant Experience of the Company. The proposal shall establish that the Offeror's has successfully complete similar contracts in nature and scope. This aspect is worth a total of 500 points.

(a) The Offeror has cited and provided color photos of successfully completed works of similar nature and scope as described in SECTION C, SPECIFICATIONS.
All or none of the 500 points

Score _____

(6) Key Personnel. Personnel, including subcontractors, who are to work on this contract shall possess the necessary education or training, skills, aptitude and knowledge to successfully perform their assigned tasks. This aspect is worth a total of 500 points.

(a) A Personnel list is provided with their resume which demonstrate their level of competency necessary to successfully complete the work defined in SECTION C, SPECIFICATIONS.
Give 500 points if list and resume is provided

Score _____

RFP # _____
TECHNICAL EVALUATION FINAL SCORES

CONTRACTOR

RFP # _____
INDIVIDUAL TECHNICAL EVALUATION COMMENTS

CONTRACTOR _____

EVALUATOR _____