

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 7920 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 also be used as a guide for the evaluation. This aspect is worth a total 3200 points.

(a) Exhibits meet Tilden’s principal #1: *Any interpretation that does not some how 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 _____
 - (v) None met (0%) - no points _____
- Award only one of the following bonuses if applicable
- (vi) Exhibits include 1st 17 interp. objectives - award 75 points _____
 - (vii) Exhibit includes all of the interp. obj. - award 175 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 _____

- (v) None met (0%) - no points
- Award only one of the following bonuses if applicable
- (vi) Exhibits include 1st 17 interp. objectives - award 75 points _____
 - (vii) Exhibit includes all of the interp. obj. - award 175 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 _____
 - (v) None met (0%)
- Award only one of the following bonuses if applicable
- (vi) Exhibits include 1st 17 interp. objectives - award 75 points _____
 - (vii) Exhibit includes all of the interp. obj. - award 175 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 _____
 - (v) None met (0%) - no points
- Award only one of the following bonuses if applicable
- (vi) Exhibits include 1st 17 interp. objectives - award 75 points _____
 - (vii) Exhibit includes all of the interp. obj. - award 175 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 _____

Total 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 - 200 additional points, if all of the top 17 (seventeen) objectives, (a) through (q), are met:

200 Bonus points possible.

Score _____

(e) Second Bonus Points - 400 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 awarded 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 _____

Total Score

(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 1100 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 over and above the requirement based on the evaluators appreciation of the design, creativeness and adherence to Tilden's and/or Beck's principals of interpretation as listed in attachment 9.

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

- meets proposal requirement. Give 200 points _____

- Exceeds proposal requirement. up to an additional 50 points _____

Score _____

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

- meets proposal requirement Give 100 points _____
- Exceeds proposal requirement. up to an additional
75 points _____
Score _____

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

- meets proposal requirement Give 100 points _____
- Exceeds proposal requirement. up to an additional
75 points _____
Score _____

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

- meets proposal requirement Give 100 points _____
- Exceeds proposal requirement. up to an additional
75 points _____
Score _____

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

- meets proposal requirement Give 100 points _____
- Exceeds proposal requirement. up to an additional
25 points _____
Score _____

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

- meets proposal requirement Give 100 points _____
- Exceeds proposal requirement. up to an additional
25 points _____
Score _____

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

- meets proposal requirement Give 50 points _____
- Exceeds proposal requirement. up to an additional

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 provided color photos of successfully completed works of similar nature and scope as described in SECTION C, SPECIFICATIONS. All or none of the 200 points

Score

(b) Past Experience: The offeror shall submit a company experience form (see attachment # M) for all projects within the past five years that are similar in nature to the requirements of this contract. The Government will base its evaluation of past performance on information that it receives from Offerors and information that it obtains through its own investigation. The Government may contact an Offeror's former customers and business associates; Federal, state and local government agencies; and electronic databases (i.e., U.S. Army Corps of Engineers Contract Appraisal and Support Web System). Offeror's will be evaluated on their quality of work, timeliness, effectiveness of management, cost control, and customer satisfaction.

Score up to 200 points

Score _____

(c) Corporate Experience and Capabilities: The Offeror should clearly demonstrate their technical capability, expertise, experience, equipment and facilities by identifying and describing projects which demonstrate their technical, management and administrative capabilities as it pertains to the delivery of professional services directly related to similar projects. Offerors should clearly identify key personnel in required fields in the lead organization versus those in subcontractor firms versus consultants.

Score up to 100 points

Score _____

Total 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 100 points.

TOTAL SCORE

RFP # _____
TECHNICAL EVALUATION FINAL SCORES

CONTRACTOR

RFP # _____

INDIVIDUAL TECHNICAL EVALUATION COMMENTS

CONTRACTOR _____

EVALUATOR _____

