

RFP Rubric

Adherence to RFP Instructions - 5%	Vendor 1	Vendor 2	Vendor 3	Basis for Score
Timeliness				
Completeness				
Overall Quality & Level of Professionalism				
Overall Response				
Average Score				
Company Overview - 10% overall	Vendor 1	Vendor 2	Vendor 3	Basis for Score
Financial Viability				
Organizational Structure				
Experience with Similar Sites				
Service Department				
References				
Partnerships				
Relevant Experience with Economic Development				
Relevant Experience with Marketing				
Relevant Experience with Web Design				
Relevant Experience with Web Building				
Past Creative Work Examples				
Average Score				
Project Understanding - 20% overall	Vendor 1	Vendor 2	Vendor 3	Basis for Score
Overall Comprehension of Project Objectives				
Understanding of the Site Requirements				
Understanding of the Site Vision				
Understanding of the Target Audience				
Proof of Research				
Average Score				
Look - 15%	Vendor 1	Vendor 2	Vendor 3	Basis for Score
Brand				
Design				
Creativity				
Presentation				
Average Score				
Audience Understanding - 15% overall	Vendor 1	Vendor 2	Vendor 3	Basis for Score
Interests				
Needs				
BR Offerings				
Authenticity				
Aspirational				
Articulate/Clean				
Inspiring Digital Experience				

Emotionally Evocative				
Average Score				
Implementation - 15% overall	Vendor 1	Vendor 2	Vendor 3	Basis for Score
Timing				
Multi-Media Strategy				
Yearly Additions				
Account Manager Identified				
Supporting Creative Collateral				
Monthly/Quartely Reporting				
Average Score				
Fee Summary - 20% overall	Vendor 1	Vendor 2	Vendor 3	Basis for Score
License Fees				
Maintenance Fees				
Purchase Timeline				
Licensing Period				
Hosting Fees				
Mobile Support				
Video Support				
Graphic Assets				
Hourly Rates				
Yearly Rates				
Media Buys				
Other Fees				

RFP Rubric Legend
1=Non Compliant (Bad Answer)
2=Minimal Compliance (Okay Answer)
3=Mostly Compliant (Good Answer)
4=Fully Compliant (Perfect Answer)