

Rater: _____

**COMMUNICATIONS CONSULTANT REQUEST FOR PROPOSALS
CITY OF WHITEWATER**

PROPOSAL EVALUATION AND SCORING

The RFP will be reviewed by an Evaluation Panel that will review and independently score the proposals. The Evaluation Panel scores will be calculated and firms will be ranked based on the aggregate number of points earned.

Major Criteria Categories	Point Weight	Firm #1	Firm #2	Firm #3
Past Record of Performance	20			
Quality and Content of Proposal	15			
Experience & Technical Competence	20			
Consultant Approach to Project	20			
Ability to Perform within Parameters	10			
Cost	15			
TOTAL	100			