

New Hampshire Department of Health and Human Services
 Division of Finance and Procurement
 Bureau of Contracts and Procurement
 Scoring Sheet

Project ID # **RFP-2022-DPHS-22-PUBLIC**

Project Title **Public Health Communications and Media Campaign**

	Maximum Points Available	Miller Advertising Agency, Inc.	Rescue Agency (The Behavior Change)	Revive
Technical				
Experience (Q1)	100	90	70	75
Strategy (Q2)	70	60	50	60
Pricing (Q3)	20	15	5	10
Development (Q4)	40	35	20	35
Content (Q5)	40	35	20	30
Audiences (Q6)	40	38	25	35
Work Plan (Q7)	60	55	40	50
Evaluation (Q8)	50	45	30	42
Training (Q9)	60	58	30	30
Subtotal - Technical	480	431	290	367
Cost				
Budget (Appendix C)*	70	58	40	50
Program Staff List (Appendix D)	30	0	0	25
Subtotal - Cost	100	58	40	75
TOTAL POINTS	580	489	330	442

*The Department provided the total funding amount in the RFP, all vendors proposed the amount of \$1,600,000

	Reviewer Name	Title
1	Amy Smalarz	Bureau Chief
2	Haley Johnston	Program Specialist IV
3	Laura Montenegro	Program Specialist IV
4	Anne Marie Mercuri	Administrator III
5	Lynn Clement	Program Planner II