EXHIBIT 8
PROPOSAL EVALUATION RATING SHEET
Request for Proposal No. 20-04
General Marketing Services

Proposer's Name: _____
Category Proposed: _____

RFP Reference Section	Rating Criteria	Weighted Multiplier	**Preliminary** Rating Score	**Preliminary** Weighted Score	**Final** Rating Score	**Final** Weighted Score
2.1.2	DBE/DB Utilization	4				
2.3	Experience Record	6				
2.4	Case Studies	5				
2.5	Project Work Plan	4				
2.5.2 & 3	Project Organization and Management Plan	5				
2.5.2	Project Manager/Staff Resumes	6				
2.6	Summary of Costs	8				
	TOTAL WEIGHTED SCORE:	**38**				

Un-Weighted Scoring Range

0 through 10: 10 as the highest score
0 as the lowest score

Evaluation factors will be scored based on the reviewer's determination of the degree of compliance with Contract requirements, potential risks and benefits, and strengths and weaknesses. The score is reduced in proportion to the extent of non-conformance, discrepancies, errors, omissions and risks to Authority. Scores will be assigned according to the following:

9 – 10	Excellent - Significantly exceeds in all respects the minimum requirements; high probability of success; no significant weaknesses
6 – 8	Very Good - Substantial response; meets in all aspects and in some cases exceeds, the critical requirements; no significant weaknesses
4 – 5	Good - Generally meets minimum requirements; good probability of success; weaknesses can be readily corrected
1 – 3	Marginal - Lack of essential information; low probability for success; significant weaknesses, but correctable
0	Unsatisfactory - Fails to meet minimum requirements; needs major revision to make it acceptable.

Rating Performed By _____ _____
Print Name Title

Preliminary Rating _____ _____
Signature Date

Final Rating _____ _____
Signature Date