

Phase I Concept Proposal Scoring Guide

If Section is worth 5 points:

- 0: Non-Responsive** – Response is wholly inadequate and/or does not meet requirements.
- 1: Minimal Response** – Response is identified but is deficient/well below standard.
- 2: Below Average** – Response is substandard to that which is average or expected. The evaluator is left with some reservations and/or believes there is room for substantial improvement.
- 3: Average** – Baseline Score. Evaluator is confident in proposer's ability.
- 4: Above Average** – Response is better than that which is average or expected.
- 5: Exceptional** – Response is clearly superior to that which is average or expected.

If Section is worth 20 points:

- 0: Non-Responsive** – Response is wholly inadequate and/or does not meet requirements.
- 1-4: Minimal Response** – Response is identified but is deficient/well below standard.
- 5-8: Below Average** – Response is substandard to that which is average or expected. The evaluator is left with some reservations and/or believes there is room for substantial improvement.
- 9-13: Average** – Baseline Score. Evaluator is confident in proposer's ability.
- 14-18: Above Average** – Response is better than that which is average or expected.
- 19-20: Exceptional** – Response is clearly superior to that which is average or expected.

If Section is worth 40 points:

- 0: Non-Responsive** – Response is wholly inadequate and/or does not meet requirements.
- 1-5: Minimal Response** – Response is identified but is deficient/well below standard.
- 6-14: Below Average** – Response is substandard to that which is average or expected. The evaluator is left with some reservations and/or believes there is room for substantial improvement.
- 15-19: Average** – Baseline Score. Evaluator is confident in proposer's ability.
- 20-34: Above Average** – Response is better than that which is average or expected.
- 35-40: Exceptional** – Response is clearly superior to that which is average or expected.