RANK: _____

Digital Agency Search Committee
Proposal Scorecard

INSTRUCTIONS:

Review and assess each proposal based on the following criteria:

		Maximum Points		Score
1.	**Project team is located in Los Angeles County**	**5**		_____
2.	**Agency Capabilities & Experience** • Experience and background of proposed project team • Experience working with regulatory issues that affect website development • Content strategy/implementation • Search engine marketing • Usability testing • Negotiating complex political scenarios in client companies • Ability to handle multiple projects simultaneously • Experience making things work with IE8 • Understanding the target audiences	**25**		_____

RANK: _____

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3.	**Website Design & Maintenance** • Demonstrated ability to design and maintain user-friendly, content-driven sites to meet the needs of a variety of audiences • Building and supporting non-English language sites Front end design including user interface & user experience • Back end and database design and maintenance • Building mobile websites, including expertise in new technology and form factors • Demonstrated ability to design and maintain user-friendly, content-driven intranets to engage and involve employees • Agency has a documented Quality Assurance procedure in place • Agency provides excellent documentation • Agency has a flexible plan for ongoing site maintenance and support • Agency shows comfort juggling multiple projects • Agency assigns dedicated team (developers, in particular) to the project • Demonstrated ability to develop Websites that meet or exceed Section 508 standards • Demonstrated ability to develop, maintain and improve Websites built in Drupal • Demonstrated ability to integrate tools and applications built on multiple platforms into one cohesive user experience • Demonstrated ability to integrate tools and applications built on multiple platforms into one cohesive user experience • Experience providing technical specifications or documenting business rules of website applications	**35**		_____

RANK: _____

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4.	**Billing Structure and Staffing Plan**	**20**		_____
	• Drupal dedicated staff (at least two available to L.A. Care at all times) • Proposed staffing plan meets the needs of the L.A. Care contract • Hourly billing rates are reasonable for the value expected to receive • Agency is financially stable and has both new and long-term clients			
6.				_____
7.	**Miscellaneous**	**15**		_____
	• References • Philosophical fit with L.A. CareUser friendliness of sample websites • Value for the cost			
	Total Points Possible:	**100**		