

ATTACHMENT III

EVALUATION CRITERIA

Proposals will be evaluated according to the technical selection criteria identified below. A total of 100 points are possible. Sub-criteria are presented in descending order of importance.

1. Technical approach – 40 points

- a. Extent to which the application sets forth creative, fundamentally sound approaches to achieve project goal and tasks, building on existing USAID-funded activities on maternal and child health and demonstrating the potential for sustained impact beyond USAID assistance.
- b. Extent to which the applicant presents a clear and feasible implementation schedule and timeline for all project components.
- c. Extent to which the applicant proposes a comprehensive monitoring and evaluation plan to effectively measure project impact.
- d. Extent to which the applicant integrates gender considerations in project design.

2. Institutional Capacity and Experience – 30 points

- a. Extent to which the applicant proposes a clear management plan with appropriate staffing and organizational structure to manage the project and with a clear division of duties and responsibilities among the applicant and any proposed subcontractors.
- b. Extent to which the applicant demonstrates ability and capacity to plan, implement, and support complex reproductive health programs, preferably in Russia and/or other countries of the former Soviet Union.
- c. Extent to which the applicant draws on local expertise and contributes to capacity building of local organizations and institutions.

3. Project staff – 20 points

- a. Demonstrated experience and qualifications of the applicant's proposed key personnel and long-term staff in the technical and management skills appropriate to their proposed roles, including interpersonal and language skills.
- b. Demonstrated past performance of the key personnel and long-term staff in delivering technical assistance and in working in partnership with local counterparts, including government officials and health experts, in order to build their capacity.

4. Past Performance – 10 points

- a. Past performance in managing and implementing similar programs in the area of maternal/infant care, reproductive health, family planning, preferably in Russia and/or other countries of the former Soviet Union.

COST EVALUATION

Cost will be evaluated separately and will consider factors including cost effectiveness, cost control and cost realism. Although cost is not being specifically scored, the award selection will be made on a best value basis, where all non-cost factors will be significantly more important than cost. Please be advised that a proposal with the lowest estimated cost may not be selected if award to a higher priced proposal affords the U.S. Government a greater overall benefit. Award of a task order resulting from this solicitation will be made to the Offeror that offers the greatest value to the U.S. Government from a technical and cost standpoint. Cost realism is an assessment of accuracy with

which proposed costs represent the most probable cost of performance within the Offeror's technical and management approach. Cost realism evaluation shall be performed as part of the evaluation process to: a) verify the Offeror's understanding of the requirements; b) assess the degree to which the cost/price proposal accurately reflects the approaches and/or risk assessments made in the technical and management approach as well as the risk that the Offeror will provide the supplies or services for the offered prices/cost; and c) assess the degree to which the cost included in the cost/price proposal accurately represents the work effort included in the technical proposal.