**RFP UU207666056**

**University of Utah Healthcare Website Redesign**

Attachment - A

Cost Proposal Form

Supplier Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item #** | **Description of Service** |  | |  | **Total** |
| 1 | **Branding and Messaging** |  | **$0.00** |  |  |
| 2 | **Partnership, Project, and Stakeholder Management** |  | **$0.00** |  |  |
| 3 | **Design and User Experience** |  | **$0.00** |  |  |
| 4 | **Web Content Strategy and Development** |  | **$0.00** |  |  |
| 5 | **Additional Costs\*** |  | **$0.00** |  |  |
| 7 |  |  | **$0.00** |  |  |
| 8 |  |  | **$0.00** |  |  |
|  | **Total Proposal Cost** | | |  | **$0.00** |

**It is expected that all costs should be “All-inclusive” cost in your cost proposal. Do not simply provide an hourly rate and anticipated number of hours. The costs must be itemized and included in the TOTAL PROPOSAL COST.**

**\* If there are any “other components” not included in the list provided, provide in detail what is being added and the cost associated with it:**

|  |  |  |
| --- | --- | --- |
| **Item #** | **Description** | **Cost** |
| 1 | **Optional services/future work\*\***  **Provide hourly rate** | **$** |
|  |  |  |
|  | **Total Additional Costs** | **$** |

**\*\* In the event the University causes additional work/delay not contemplated in vendor’s proposal, please provide the hourly rate that may be used when agreed upon by the University.**

Cost Proposals will be scored as follows: The points assigned to each offerors cost proposal will be based on the lowest proposal TOTAL PROPOSAL COST. The offeror with the lowest Proposed TOTAL PROPOSAL COST will receive 100% of the price points. All other offerors will receive a portion of the price points based on what percentage higher their Proposed Cost is than the Lowest Proposed Cost. An offeror whose Proposed Price is more than double (200%) the Lowest Proposed Price will receive no points. The formula to compute the points is: Cost Points x (2- (Proposed Price/Lowest Proposed Price)).