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INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL
This Request for Proposal (this “RFP”) is issued by the Ohio Board of Nursing (Board) to engage a consultant to: 1) redesign the Board web site to make it more user friendly 2) be the web developer of the web site 3) and host the web site for the Board.

Ohio Board of Nursing Web Site Redesign

The Board is requesting proposals for web site redesign, web development, and seeking information/expertise/experience with web site hosting/maintenance (which would be potentially subject to a separate contract to begin July 1, 2019) to commence in April and be completed by June 30, 2019, with the potential for extension.

BACKGROUND
Proposals are sought from businesses with an interest and expertise in communications, web site design, development, and graphic design. In particular, the Board seeks businesses with extensive knowledge of and experience within this field and/or experience with working with other state agencies.

To be considered, Applicants must respond to this RFP and clearly demonstrate how they meet the requirements stated herein.

Businesses holding a current State Term Schedule (STS) are encouraged to respond, and to include with their Proposal a copy of their current STS.

Ohio-based businesses are encouraged to respond.

Scope of Work
Web Site Redesign
The Applicant will be responsible for the redesign of the Board web site (www.nursing.ohio.gov). The redesign should include a new graphics theme. The vendor will present no fewer than three design concepts for approval by the Director of the Board. All designs are subject to final approval by the Director. The vendor will also be responsible for assisting the Board staff on reorganizing the current structure (pages, menus, etc.) to improve the overall user experience. The expected completion date of the web site redesign is no later than June 30, 2019.
Web development
The Board is looking for the vendor to provide web development and assistance to the Board. Along with the design and development of the site, the Board would like the vendor to include costs and capabilities of hosting the site.

Qualifications
- Applicants should have at least five years of industry experience in communications, web site and web development.
- Applicant should have experience with other state agencies web site design or development

ADMINISTRATIVE

DUE DATES
All proposals are due by 5:00 pm, EDT, on March 29, 2019. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

SCHEDULE OF EVENTS
All times are Eastern Standard Time (EDT).

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. RFP Distribution to Applicants</td>
<td>March 21, 2019</td>
</tr>
<tr>
<td>2. Proposal/Quotation Due Date</td>
<td>March 29, 2019 5:00 p.m. EDT</td>
</tr>
<tr>
<td>3. Target Date for Review of Proposal/Quotation</td>
<td>April 1, 2019</td>
</tr>
<tr>
<td>4. Projected Interview Dates</td>
<td>April 1-3, 2019</td>
</tr>
<tr>
<td>5. Anticipated decision and selection of Applicant</td>
<td>April 3, 2019</td>
</tr>
<tr>
<td>5. Anticipated commencement date of work</td>
<td>April 3-June 30, 2019</td>
</tr>
</tbody>
</table>

Summary Deliverables or Deliverable Extracts
These must highlight the Applicant’s general capability and experience (in general) and the capability and experience of the Applicant (specifically) in similar projects inclusive of tools, systems, training, and alignment. Confidential client details should be redacted from these samples.

Any Applicant selected for interview will be expected to submit work products such as sample deliverables and other materials developed for governmental and private sector clients that:

- Clearly demonstrate the capabilities to perform the work.
- Showcase innovative approaches, methods and tools used to develop these materials for the respective client that could be applied to State needs and requirements
- Highlight meaningful results and successful business outcomes as a result of the Applicants efforts, involvement and creativity
- Demonstrate the ability to address highly complex, multi-agency or enterprise level business problems and present these elements to a variety of technical and non-technical audiences at all levels of the State IT community

Applicants may redact confidential identifying information within these items to preserve the confidentiality of client-specific elements that should not be placed in public domain upon the award of this solicitation.
EVALUATION FACTORS FOR AWARD

EVALUATION

The following will be considered in determining the Applicant to be selected for this engagement, according to a standardized scoring methodology:

<table>
<thead>
<tr>
<th>EVALUATION CRITERIA</th>
<th>Weight</th>
<th>Evaluation Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completeness of the proposal and how well it addresses the proposed scope of work set forth in the RFP.</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Demonstrated experience in web site design.</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Proposed methodology.</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Information obtained from references provided by Applicant.</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Reasonableness of proposed costs.</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Ohio-based company.</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Certified by the Ohio Department of Administrative Services as a Minority Business Enterprise or Encouraging Diversity, Growth and Equity vendor.</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Total Technical Score</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

- All proposals will be evaluated for meeting the requested information. Incomplete proposals will not be reviewed. The proposals that provided the requested information will be evaluated for at least the highest prioritized Applicant. The proposals will be scored based on the criteria requested above. The Board reserves the option to interview the top Applicants. Applicant substitutions between the proposal evaluation and interview periods are highly discouraged (see above). If the Board has other qualified Applicants, the Applicant proposal requesting a substitution will be denied at this stage and the proposal will be eliminated from evaluation. If the Board does not have enough qualified Applicants due to the substitution, all received proposals will be asked to confirm their Applicants, provided time to provide replacements, and the entire process will start over.
TERM AND CONTRACT

- The term will be until June 30, 2019 and may be renewed.
- No additional costs, such as travel, meals, lodging, taxes, parking or other associated costs may be charged separately for this work.
- The Applicant shall read, acknowledge and follow Board policies, rules and guidelines.
- All work performed by the Applicant shall be deemed a “work-for-hire,” and shall be the sole property of the Board. The Applicant may not use such work without the written consent of the Board.
- The Applicant, as a component of the project kick-off meeting, will be required to sign any state policy documents that are deemed appropriate by the Board, including an Independent Contractor/Worker Acknowledgement (PEDACKN) form.

STATUS REPORTING

The chosen vendor will provide weekly status reports to the Board. Invoices must be delivered to jkahle@nursing.ohio.gov to be paid in a timely fashion.

NON-DISCLOSURE AGREEMENT

The Applicant will be required to sign a non-disclosure agreement which prevents disclosure of any data obtained while on the engagement which can be used to personally identify any parties at any time either during or after the engagement.

GUIDELINES FOR PROPOSAL PREPARATION

PROPOSAL SUBMITTAL

Proposals are to be prepared in such a way as to provide a straightforward, concise description of Applicant’s capabilities to satisfy the requirements described in this RFP. Emphasis should be on conformance to the RFP instructions, responsiveness to the RFP requirements, completeness and clarity of content. Costs for developing Proposals are entirely the responsibility of the Applicant and shall not be chargeable to the Board and/or the State of Ohio. Errors or omissions may cause rejection of the Proposal. Applicants must agree to all conditions contained in this RFP and Proposals must provide sufficient information to fully establish the Applicant’s ability to satisfy all requirements and perform all of the actions, activities and functions described in this RFP.

The Proposal shall contain at least the following information:

- A table of contents
- A cover letter
- A summary and statement of understanding of the Scope of Work described and an
overview of the demonstrated experience as set forth in the evaluation criteria.

- The Applicant’s proposed approach/methodology for meeting the requirements of the scope of work, including timelines.
- A summary of how the Applicant will report project status.
- At least three, but no more than five, references for which the Applicant successfully completed projects of similar size and scope within the prior five years. Each reference must include at least the following:
  - Business name
  - Business contact person’s email address and telephone number
  - Brief project description
- A cost proposal summary for each phase of the project.
- State whether Applicant qualifies as a minority-owned enterprise. If so, clarify whether Applicant is certified by the Ohio Department of Administrative Services as a Minority Business Enterprise, an Encouraging Diversity, Growth and Equity vendor, both, or neither.

Proposals MUST be submitted to the Board’s Procurement Representative:

Jennifer Kahle, Financial Manager
Ohio Board of Nursing
17 S. High St. Suite 660
Columbus OH 43215

PROPRIETARY INFORMATION

All proposals and other material submitted will become the property of the Board and may be returned only at the Board’s option. Proprietary information should not be included in a proposal or supporting materials because the Board will have the right to use any materials or ideas submitted in any proposal without compensation to the Applicant. Additionally, all proposals will be open to the public after the contract has been awarded.

The Board may reject any proposal if the Applicant takes exception to the terms and conditions of this RFP.

WAIVER OF DEFECTS

The Board has the right to waive any defects in any proposal or in the submission process followed by an Applicant. But the Board will only do so if it believes that is in the Board’s interest and will not cause any material unfairness to other Applicants.
REJECTION OF PROPOSALS

The Board may reject any proposal that is not in the required format, does not address all the requirements of this RFP, or that the Board believes is excessive in price or otherwise not in its interest to consider or to accept. The Board may cancel this RFP, reject all the proposals, and seek to do the work through a new RFP or other means.

EVALUATION OF PROPOSALS

Clarifications and Corrections

During the evaluation process, the Board may request clarifications from any Applicant under active consideration. It also may give any Applicant the opportunity to correct defects in its proposal. The Board will allow corrections only if they do not result in an unfair advantage for the Applicant and it is in the Board’s best interest.

Requirements

This RFP asks for responses and submissions from Applicants. While each criterion represents only a part of the total basis for a decision to award the contract to an Applicant, a failure by a Applicant to make a required submission or meet a requirement will normally result in a rejection of that Applicant’s proposal. The value assigned to each criterion is only a value used to determine which proposal is the most advantageous to the Board in relation to the other proposals that the Board received. It is not a basis for determining the importance of meeting any requirement to participate in the proposal process.

The evaluation process may consist of up to three distinct phases:

1. An initial review of all proposals for defects
2. An evaluation of the proposals
3. Interviews

Initial Review

The Procurement Representative normally will reject any incomplete or incorrectly formatted proposal, though the Procurement Representative may elect to waive any defects or allow an Applicant to submit a correction. If a late proposal is rejected, the Procurement Representative will not open or evaluate the late proposal. The Procurement Representative will evaluate all timely, complete, and properly formatted proposals. The Procurement Representative will forward all timely, complete, and properly formatted proposals to an evaluation committee, which the Procurement Representative will chair.
Review of the Proposals

The Procurement Representative will evaluate and numerically score each proposal. The evaluation will result in a point total calculated for each proposal. Those Applicants submitting the highest-rated proposals may be scheduled for the next phase. The number of proposals forwarded to the next phase will be within the Board’s discretion, but regardless of the number of proposals selected for the next phase, they will always be the highest rated proposals from this phase.

At any time during this phase, the Board may ask an Applicant to correct, revise, or clarify any portions of its proposal.

The Board will document all major decisions in writing and include them in the file with the evaluation results for each proposal considered.

Once the technical merits of a proposal are considered, the costs of that proposal will be considered. The Board may also consider costs before evaluating the technical merits of the proposals by doing an initial review of costs to determine if any proposals should be rejected because of excessive cost. The Board may reconsider the excessiveness of any proposals cost at any time in the evaluation process.

Interviews

The Board may record any presentations, demonstrations and interviews. An on-site interview may be required prior to the selection of an Applicant.

Determination of Responsibility

The Board may review the highest-ranking Applicants or its key team members to ensure that the Applicant is responsible. The Contract may not be awarded to an Applicant that is determined to be not responsible. The Board’s determination of an Applicant’s responsibility may include the following: The Applicant’s experience; past conduct on previous contracts; past performance on previous contracts; ability to execute this contract properly; and management skills. The Board will make the determination of responsibility based on the Applicant’s proposal, reference evaluations, and any other information the Board requests or determines to be relevant.

Changing Personnel

The major criterion on which the Board bases the award of the contract is the quality of the Applicant(s). If the Applicant is an entity with personnel identified in the proposal, changing personnel after the award may be a basis for termination of the contract.

Contract Award Process

It is the Board’s intention to award one contract under the scope of this RFP and as based on the RFP Calendar of Events schedule, so long as the Board determines that doing so is in the
Board’s best interests and Board has not otherwise changed the award date. Any award decision by the Board under this RFP is final. After the Board makes its decision under this RFP, all Applicants will be notified in writing of the final determination as to their proposals.

The Board anticipates making one award based on program needs and the scope of this RFP.