Office of Procurement Services
Service · Support · Solutions

REQUEST FOR PROPOSAL

RFP NUMBER: CSP902716
INDEX NUMBER: DNR009
UNSPSC CATEGORY: 82000000, 60100000, 81000000, 43200000

The state of Ohio, through the Department of Administrative Services, Office of Procurement Services, on behalf of the Ohio Department of Natural Resources, is requesting Proposals for:

Hunter Education Materials and Support for the ODNR, Division of Wildlife

OBJECTIVE: The purpose of this Request for Proposals is to procure the development of the products, technology, and service requirements needed from the Company to support all aspects of the Agency's hunter education program activities.

RFP ISSUED:	February 24, 2016
INQUIRY PERIOD BEGINS:	February 24, 2016
INQUIRY PERIOD ENDS:	March 21, 2016 at 8:00 AM
PROPOSAL DUE DATE:	March 28, 2016 by 1:00 PM

Proposals received after the due date and time will not be evaluated.

Submit Sealed Proposals to:

Department of Administrative Services
Office of Procurement Services
Attn: Bid Desk
4200 Surface Road
Columbus, OH 43228-1395

Note: Please review the Proposal Instructions on our Web site.

The Offeror must submit this cover page (signed) with its Technical Proposal.

Offeror Name and Address:	**Name/Title:**
_____ _____ _____ _____ E-Mail Address:_____ Phone Number: ( ) _____-_____Ext._____	_____ _____ Signature:_____ By submitting a response to this RFP, and signing above, Offeror acknowledges, understands and agrees to comply with the RFP requirements and confirms all the instructions and links have been read and understood.

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RFP GLOSSARY OF TERMS

AA:	Affirmative Action
Contractor:	Vendor after Award
CSP:	Competitive Sealed Proposal
DAS:	Department of Administrative Services
EOD:	Equal Opportunity Division
FEI:	Federal Employer Identification
Mandatory:	Must, Will, Shall
OAC:	Ohio Administrative Code
OAKS:	Ohio Administrative Knowledge System (Ohio's Accounting System)
OBG:	Ohio Business Gateway
Offeror:	Vendor Submitting Proposal
OPS:	Office of Procurement Services
ORC:	Ohio Revised Code
RFP:	Request for Proposal
SOS:	Secretary of State
UNSPSC:	The United Nations Standard Products and Services Code
ODNR	Ohio Department of Natural Resources
ODW	Ohio Division of Wildlife

1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION This is a Request for Competitive Sealed Proposals (RFP) under Section 125.071 of the Ohio Revised Code (ORC) and Section 123:5-1-08 of the Ohio Administrative Code (OAC). The Department of Administrative Services (DAS), Office of Procurement Services, on behalf of the Ohio Department of Natural Resources (the Agency), is soliciting competitive sealed proposals (Proposals) for Hunter Education Materials. If a suitable offer is made in response to this RFP, the state of Ohio (State), through DAS, may enter into a contract (the Contract) to have the selected Offeror (the Contractor) perform all or part of the Project (the Work). This RFP provides details on what is required to submit a Proposal for the Work, how the State will evaluate the Proposals, and what will be required of the Contractor in performing the Work.

This RFP gives the dates on page 1 for the various events in the submission process. While these dates are subject to change, prospective Offerors must be prepared to meet them as they currently stand.

1.2 CONTRACT PERIOD Once awarded, the term of the Contract will be from the award date through May 31, 2019. The State may solely renew all or part of this Contract at the discretion of DAS for a period of one month and subject to the satisfactory performance of the Contractor and the needs of the Agency. Any other renewals will be by mutual agreement between the Contractor and DAS for any number of times and for any period of time. The cumulative time of all mutual renewals may not exceed 36 months and are subject to and contingent upon the discretionary decision of the Ohio General Assembly to appropriate funds for this Contract in each new biennium.

1.3 BACKGROUND Development and printing of a variety of Hunter Education materials to include Student workbooks and Instructor manuals, Hunting videos, testing materials, wildlife identification guides, posters, web-based products, reporting capabilities and certification and event management programs.

Beyond implementation and in subsequent years, the Division will purchase printed materials to replenish supplies utilized. In the event that additional services are needed upon implementation, a contract amendment is desired.

1.4 SCOPE OF WORK

1.4.1 Definitions

While reading this document and preparing your response, it is important to understand certain terms that are used throughout. These terms and their definitions are as follows.

1.4.1.1 "Agency" is the Ohio Department of Natural Resources.
1.4.1.2 "Subject Matter Expert" is a person recognized by others working in the same field as being completely knowledgeable about the subject matter being presented.
1.4.1.3 "Application" is a software program to be created by the Contractor.
1.4.1.4 "Hosting Provider" is the outside vendor that the Company uses to host an application.
1.4.1.5 "System" is an interconnected set of applications that share data.

1.4.2 Offeror Requirements

The Agency expects the Offeror to include details about itself in its Proposal. These details should provide specifics about the Offeror's ability to deliver and support its products. The Offeror must demonstrate experience delivering the requested products.

1.4.2.1 The Agency wants specific information, including, but not limited to, how long the Offeror has been in business, the background of the Offeror's founders and its owners, the current management team, and the product(s) the Offeror currently develops or supports.
1.4.2.2 The Offeror should include any information regarding past projects, any references or referrals, and any specifics that may help to reinforce that the Offeror will be able to deliver its products on time and on budget. The Offeror should provide references of at least three states using the products and applications requested in this RFP. The Offeror's response should include details that explain what products currently exist versus what must be developed. For any software applications, the Agency wants the Offeror to provide a pre-built, hosted, Software-as-a-Solution (SaaS) application that will cover a large majority of the outlined functionality.

1.4.3 Products To Be Delivered

All quantities identified are subject to change; all quantities are estimates.

1.4.3.1 Education Products

1.4.3.1.1 Hunting Materials
1.4.3.1.2 Printed Student Manual - 25,000 per year
1.4.3.1.3 Printed Student Workbook 300 per year
1.4.3.1.4 Printed Instructor Guide - 2,500 and 200 in subsequent years
1.4.3.1.5 Printed Student Exam and Instructor Answer Key ≈ 30,000 Exams and ≈ 3,500 Instructor Answer Keys per year
1.4.3.1.6 Printed Student Manual in Spanish - 50 per year

1.4.3.1.7 Classroom Slide Presentations, 1,500 in Year 1; 150 per year in subsequent years
1.4.3.1.8 Hunting Videos, 1,500 in Year 1; 150 per year in subsequent years
1.4.3.1.9 Printed Muzzleloader Student Manual, 200 per year

1.4.3.2 Supplemental Materials
1.4.3.2.1 Supplemental Brochures
1.4.3.2.2 Printed Waterfowl Identification Handbook ≈ 25,000 per year
1.4.3.2.3 Printed Wildlife Identification Guide – 20,000 per year
1.4.3.2.4 Printed Turkey Hunting Handbook – 200 per year
1.4.3.2.5 Printed Hunting Safety Guide – 500 per year
1.4.3.2.6 Printed Hunting Posters – 200 per year
1.4.3.2.7 E-Book Version of the Wildlife Identification Guide

1.4.3.3 Web-Based Products
1.4.3.3.1 Online Hunting Course
1.4.3.3.2 Certification Management Program
1.4.3.4.3 Event Management Program

1.4.4 Product Samples
In order for a response to be considered, the Offeror's proposal must include samples of its printed products and supplemental materials, as well as the URLs and any logins needed to access representative web-based products. Provided samples should include booklets for Hunter Education printed in 4-color process.

1.4.5 Additional Future Products
In addition, the Contractor should be willing to work with the Agency to develop a solution for training hunter education instructors that meets the Agency's training requirements and is economically feasible for the Contractor. The solution should consider both printed and online training materials.

CURRICULUM DEVELOPMENT FOR COURSES
The Agency expects the Contractor to meet certain requirements as they relate to course curriculum.

1.4.6 General Requirements
The Agency requires that the following services be included in the Contractor's response.
1.4.6.1 The Contractor must be responsible for the initial course development and any revisions or updates that may be required.
1.4.6.2 The Contractor must employ or contract with Subject Matter Experts.
1.4.6.3 The Contractor must employ a certified translator or translators or contract with a professional translation service that has an International Standard Organization's Certification in Quality Management or comparable certification to provide the text for the Student Manual in Spanish.

1.4.7 Course Content
The Agency desires a curriculum that will aid the Agency in communicating hunting safety and hunting laws to its hunting students. To achieve this, the Contractor must develop course content that meets the following criteria and address these criteria in its response.
1.4.7.1 The Contractor must develop all content required for a course. This content must be comprehensive and include, at a minimum:
1.4.7.1.1 Specific state laws and regulations and any other state-specific content as developed in collaboration with the Agency's education coordinator; and
1.4.7.1.2 The current hunter education certification standards recommended by the International Hunter Education Association – USA in cooperation with the Association of Fish and Wildlife Agencies.
1.4.7.2 The course content must be built on sound educational principles. This includes organizing the content into blocks of information that logically build on one another as students' progress through the course.
1.4.7.3 The course content must be reviewed and approved by a Subject Matter Expert.
1.4.7.4 The text used in the course must be of acceptable quality. Specifically, the text must:
1.4.7.4.1 Be written clearly using correct grammar and punctuation; and
1.4.7.4.2 Use a consistent writing style, writing "voice," and format throughout.

1.4.8 Illustrations and Photographs
In support of the content, the Contractor must include illustrations and photographs in the course and address the following in its response.
1.4.8.1 Illustrations and photographs must show realistic situations.
1.4.8.2 A Subject Matter Expert must attend all photography shoots to verify that all photographs that are taken show safe and accurate situations.
1.4.8.3 Illustrations and photographs must be in color.
1.4.8.4 Illustrations and photographs must be reviewed and approved by a Subject Matter Expert before they are included in print or online content.

REQUIREMENTS FOR PRINTED PRODUCTS AND SUPPLEMENTAL MATERIALS

The Agency's safety education goals require that its course offerings are available to all residents of the state, including those without computer access. To serve this population, the Contractor must be able to provide the Agency with a complete and consistent suite of printed hunter education products and supplemental materials. These printed products and supplemental materials are designed to aid the Agency in its classroom and/or distance-learning hunter education program.

1.4.9 Required Company Services

The Agency requires that the Offeror address the following services and staff requirements in the response.

- 1.4.9.1 The Contractor will maintain a staffed editorial department.
- 1.4.9.2 The Contractor will retain print production specialists and experienced illustrators.
- 1.4.9.3 The Contractor will offer estimating services for printing costs.
- 1.4.9.4 The Contractor will manage the printers and shippers contracted to print and deliver to the Agency the printed products and supplemental materials.
- 1.4.9.5 The Contractor must also have the capabilities of warehousing and logistics of long-term storage of any print publications.

1.4.10 Education Products for Hunting

The Agency requires the Offeror to provide education products for hunting that meet the following criteria and to address these criteria in the Offeror's response.

- 1.4.10.1 The suite of education products will be based on the state-approved printed Student Manual for hunting.
- 1.4.10.2 The Student Manuals must include questions that review the content presented in each chapter.
- 1.4.10.3 The Contractor must develop a final exam that:
  - 1.4.10.3.1 Includes questions covering the entire manual;
  - 1.4.10.3.2 Tests the students on the hunter education certification standards; and
  - 1.4.10.3.3 Uses multiple-choice questions written to meet best practices for assessments of proficiency.
- 1.4.10.4 The illustrations in the products must use a photograph as the source for the full-color drawings. After discussion with the Agency's education coordinator, the Contractor must be willing to customize illustrations or provide additional illustrations if these are needed for particular content.
- 1.4.10.5 The additional components in the hunting suite will be consistent to the printed hunting Student Manual in text and graphics and will include:
  - 1.4.10.5.1 Student Workbook
  - 1.4.10.5.2 Instructor Guide
  - 1.4.10.5.3 Classroom Slide Presentation
  - 1.4.10.5.4 Hunting Videos
  - 1.4.10.10 Student Manual in Spanish
- 1.4.10.6 Student Manual: This print product covers the course content that a student needs to know to complete the Agency's hunter education certification requirements.
  - 1.4.10.6.1 Approximately 96 text pages printed on 50# book stock
  - 1.4.10.6.2 4 cover pages printed on 70# glossy book stock
  - 1.4.10.6.3 Four-color process (CMYK)
  - 1.4.10.6.4 Finished Size: 8.375" x 10.75"
  - 1.4.10.6.5 Binding: saddle-stitch
- 1.4.10.7 Student Workbook: This print product is a reinforcement tool for helping students test themselves on what they have learned by reading the Student Manual.
  - 1.4.10.7.1 Approximately 32 text pages printed on 50# book stock
  - 1.4.10.7.2 Black and white
  - 1.4.10.7.3 Finished Size: 8.375" x 10.75"
  - 1.4.10.7.4 Binding: saddle-stitch
- 1.4.10.8 Instructor Guide: This print product helps the instructor present the course in a classroom setting and includes ideas for teaching aids and suggested activities.
  - 1.4.10.8.1 Approximately 64 text pages printed on 50# book stock
  - 1.4.10.8.2 Four-color process (CMYK)
  - 1.4.10.8.3 Finished Size: 8.375" x 10.75"
  - 1.4.10.8.4 Binding: saddle-stitch
- 1.4.10.9 Classroom Slide Presentation: This product is a teaching aid for the instructor and is written in "instructor voice."
  - 1.4.10.9.1 Limited text on each slide to present talking points for the instructor, not a repetition of the course content
  - 1.4.10.9.2 Include a minimum of five animations
- 1.4.10.10 Hunting Videos: This video product reinforces and supplements content from the Student Manual to enhance the classroom experience or can be used separately to present topics related to safe and responsible hunting.

1.4.10.10.1 Produce professionally, employing scriptwriters, videographers, and on-screen talent
1.4.10.10.2 Film in high definition
1.4.10.10.3 Cover at least 10 of the following 14 topics:
1.4.10.10.3.1 Ballistics
1.4.10.10.3.2 Blaze orange clothing
1.4.10.10.3.3 Field carries
1.4.10.10.3.4 Ground blinds
1.4.10.10.3.5 How to act if approached by a conservation officer
1.4.10.10.3.6 How to avoid a hunting incident after shooting
1.4.10.10.3.7 How to clear barrel obstructions
1.4.10.10.3.8 How to cross a fence
1.4.10.10.3.9 How to load and unload a firearm
1.4.10.10.3.10 How to prepare to hunt from a tree stand
1.4.10.10.3.11 How to transport a firearm
1.4.10.10.3.12 Inline muzzleloader safety practices
1.4.10.10.3.13 Tree stand safety practices
1.4.10.10.3.14 Zone-of-fire

1.4.10.11 Student Manual in Spanish: This print product is a Spanish translation of a national hunting Student Manual that is consistent with the Student Manual used by the Agency
1.4.10.11.1 Approximately 112 text pages printed on 50# book stock
1.4.10.11.2 4 cover pages printed on 70# glossy book stock
1.4.10.11.3 Four-color process (CMYK)
1.4.10.11.4 Finished Size: 8.375” x 10.75”
1.4.10.11.5 Binding: saddle-stitch

1.4.11 Education Products for Other Activities

The Agency requires printed education products from the Offeror for muzzleloaders that meet specific criteria. The Offeror’s response will address the following.

1.4.11.1 The illustrations in the products must use a photograph as the source for the drawings.
1.4.11.2 The Student Manuals must include questions that review the content presented in each chapter.
1.4.11.3 The Contractor must develop a final exam for each course that:
1.4.11.3.1 Includes questions covering the entire manual; and
1.4.11.3.2 Uses multiple-choice questions written to meet best practices for assessments of proficiency.
1.4.11.4 Currently, the descriptions and detailed specifications for these products are as follows.
1.4.11.5 Muzzleloader Manual: This print product describes the rules, regulations, and procedures for hunting responsibly and safely with a muzzleloader.
1.4.11.5.1 Approximately 48 text pages printed on 50# book stock
1.4.11.5.2 Four-color process (CMYK)
1.4.11.5.3 Finished Size: 8.375” x 10.75”
1.4.11.5.4 Binding: saddle-stitch
1.4.11.6 Muzzleloader Instructor Guide: This print product helps the instructor present the muzzleloader course in a classroom setting and includes suggested props and activities.
1.4.11.6.1 Approximately 28 text pages printed on 50# book stock
1.4.11.6.2 Black and white
1.4.11.6.3 Finished Size: 8.375” x 10.75”
1.4.11.6.4 Binding: saddle-stitch

1.4.12 Supplemental Materials

1.4.12.1 The Agency requires that the supplemental materials in the suite of products be consistent in style, text, and graphics with the education products.
1.4.12.2 Set of Supplemental Brochures: This print product is a series of nine individual brochures that cover these topics: deer hunting safety, hunter responsibility, optics, proper game care, survival, tree stand safety, turkey hunting, upland game, and waterfowl.
1.4.12.2.1 Printed on 60# book stock
1.4.12.2.2 Four-color process (CMYK)
1.4.12.2.3 Shrink wrapped by title in multiples of 100
1.4.12.3 Waterfowl Identification Handbook: This print product is a field guide with visual and written descriptions of each species’ appearance, habitat, flocking patterns, and migration routes.
1.4.12.3.1 Approximately 48 text pages printed on 50# glossy book stock
1.4.12.3.2 Four-color process (CMYK)
1.4.12.3.3 Finished Size: 4” x 7”
1.4.12.3.4 Binding: saddle-stitch
1.4.12.4 Wildlife Identification Guide: This print product is a field guide with visual and written descriptions of each species’ appearance, habitat, habits, and range.
1.4.12.4.1 Approximately 80 text pages printed on 50# glossy book stock

1.4.12.4.2 4 cover pages printed on 100# glossy book stock
1.4.12.4.3 Four-color process (CMYK)
1.4.12.4.4 Finished Size: 4” x 7”
1.4.12.4.5 Binding: saddle-stitch

1.4.12.5 Turkey Hunting Handbook: This print product is a field guide with visual and written descriptions of each species’ appearance, habitat, and range. This guide also includes safety procedures and hunting strategies.
1.4.12.5.1 Approximately 32 text pages printed on 50# glossy book stock
1.4.12.5.2 Four-color process (CMYK)
1.4.12.5.3 Finished Size: 4” x 7”
1.4.12.5.4 Binding: saddle-stitch

1.4.12.6 Hunting Safety Guide: This print product is a field guide that provides safety procedures, regulations, and tips.
1.4.12.6.1 Approximately 48 text pages printed on 50# book stock
1.4.12.6.2 Four-color process (CMYK)
1.4.12.6.3 Finished Size: 4” x 7”
1.4.12.6.4 Binding: saddle-stitch

1.4.12.7 Wildlife Identification Guide E-Book: This product is the Wildlife Identification Guide provided for sale as an e-book. The e-book must:
1.4.12.7.1 Include a hyperlinked Table of Contents;
1.4.12.7.2 Include retina display-quality images; and
1.4.12.7.3 Be viewable across the following platforms: desktop/laptop computer, tablet, e-reader device, and smartphone.

ONLINE COURSE REQUIREMENTS

The Agency’s safety education goals require that its course offerings are available to all residents of the state, including those without easy access to a classroom course. As such, the Online Course must be an Internet-based hunting course that ensures that students are actively engaged in studying the course material and pass the required assessments as described in the following sections in order to successfully complete the course. The Contractor may charge students a reasonable fee to take the Online Course. All fees must be approved by The Ohio Department of Natural Resources and DAS.

1.4.13 Contractor Services

The following services should be included in the Offeror’s Online Course response.

1.4.13.1 The Contractor must have the personnel needed to handle all aspects of the Online Course, including developing the content and tests, configuring the Online Course, maintaining the course content, and providing support to students who take the Online Course.

1.4.13.2 The Contractor is responsible for all development, maintenance, and support required for the Online Course, and the Company must obtain a written agreement with the Agency in advance if any part of the Online Course development or daily administration is sub-contracted to another party.

1.4.13.3 The Contractor will supply an Internet domain (www address) to host the Online Course.

1.4.13.4 The Contractor must have a demonstrated ability to manage student data securely and electronically via a computer-based database management system specifically designed to manage course completion data. See also Section 1.4.36.

1.4.13.5 The Contractor must maintain an electronic database of each student’s course completion data.

1.4.13.6 The Contractor must obtain written approval of the content of the Online Course from the Agency before the Online Course is made available to students. The Company must attest that it has intellectual property (IP) rights to use all of the content presented in the Online Course.

1.4.13.7 The Contractor must develop a pool of at least 250 multiple-choice test questions to be used for the online quizzes and exams. See also Section 1.4.17.

1.4.13.8 The Contractor must issue an online course completion document to students who successfully complete the Online Course. The document must present any student data and text specified by the Agency.

1.4.13.9 The Contractor must provide a means for students to re-print their online course completion document if they lose or destroy it.

1.4.13.10 The Contractor must provide the Agency with monthly summary reports on students completing the Online Course.

1.4.13.11 The Contractor must maintain a complete backup of the Online Course in electronic format.

1.4.13.12 The Contractor must update the Online Course as requested by the Agency’s education coordinator to reflect changes in laws, regulations, or the printed Student Manual.

1.4.14 Course Content

The Offeror must deliver the following with regard to the Online Course content and address each one in its response.

1.4.14.1 The Online Course content must be consistent with the Student Manual content used in the classroom course.

1.4.14.2 The Online Course content must be organized into logical units, with each individual web page being small enough to promote active participation by the student.

1.4.14.3 The Online Course must include quality photographs and/or realistic illustrations in sufficient number to adequately meet the education needs. The illustrations and photographs must maintain a consistent style throughout the course.

1.4.14.4 The Online Course must include animations where appropriate to convey concepts best illustrated via animation.

1.4.14.4.1 The animations must be built on sound educational principles and have a consistent style throughout the course.

1.4.14.4.2 The animations must be designed so that students may progress through them at their own speed.

1.4.14.4.3 The animations must be designed so that students can replay them multiple times if they want to do so.

1.4.14.5 The Online Course must include live-action video segments where appropriate to support and convey concepts best illustrated via video.

1.4.14.5.1 The videos must be built on sound educational principles and have a consistent style throughout the course.

1.4.14.5.2 The videos must be professionally produced employing scriptwriters, videographers, and on-screen talent.

1.4.14.5.3 The videos must be filmed in high definition.

1.4.15 Design Requirements

The Offeror must design the Online Course to meet a set of specific requirements and address each of these requirements in its response.

1.4.15.1 The Online Course must be designed using a responsive web design methodology so that the course displays optimally for any device – smartphone, tablet, desktop/laptop computer, or Internet TV. This must be true for the entire online course process from landing pages, registration, course pages, quizzes, exams, payment, and completion pages. See also Section 1.4.33.

1.4.15.2 The Online Course must not be a white-label or self-hosted product.

1.4.15.3 The Online Course data collection process must allow the Agency to define personal data fields to be collected from online students. The online process must validate the data fields according to validation rules specified by the Agency.

1.4.15.4 The Online Course must have a navigation scheme that requires the student to progress sequentially through all pages of the course material and complete Unit Quizzes and a Final Exam.

1.4.15.5 The Online Course must be able to track an individual student's progress through the course material, Unit Quizzes, and/or Final Exam.

1.4.15.6 The Online Course must give students the ability to view their progress toward completing the course at any point in time.

1.4.15.7 Students must be able to exit and return to the course at a later date, and the Online Course must direct them to resume study at the point where they previously stopped.

1.4.15.8 The Online Course must not allow the student to copy or print any pages that present quiz or exam questions.

1.4.16 Course Integrity

The Online Course must be configured for the Agency to include any or all of the following options, each of which is designed to promote the thorough study of the course material by the student and to promote exam integrity.

1.4.16.1 The Online Course must be designed such that it is able to require, if the Agency desires, that a student spend at least a specified amount of time actively engaged in the study of the course material. Specifically:

1.4.16.1.1 Each page of the course must have a specified minimum time requirement, which will be based on the amount of content on that page.

1.4.16.1.2 The student must not be allowed to advance to the next page until the minimum time has elapsed.

1.4.16.1.3 If the student exits a course page before completing its required study time, he or she must be required, upon returning, to complete the study time on that page before progressing.

1.4.16.1.4 The minimum time requirements on the individual course pages must be set such that the total study time meets the required study time specified by the Agency, excluding testing time.

1.4.16.1.5 The amount of content on an individual course page will be small, resulting in many pages. This approach is the best practice for education and ensures that the

student must stay actively engaged in order to progress through the course. A student progresses through the course by clicking on a “Next” or “Forward” button/link, which is available only after the student has satisfied the minimum time requirement set for that page.

1.4.16.2 The Online Course must be configured to require that the student pass Unit Quizzes, which the student will take after completing each unit of course material, including any time requirements.

1.4.16.3 The Online Course must be designed to be able to require that the student pass a Final Exam, which can be accessed only after the student has satisfied any study time requirements and any Unit Quiz requirements.

1.4.16.4 The Online Course will include a Practice Exam, optional for the student, which can be accessed only after the student has satisfied any study time requirements and Unit Quiz requirements. The Practice Exam can be retaken as many times as the student wishes in order to prepare for the Final Exam.

1.4.17 Student Testing Requirements

The Offeror’s response must address how the Online Course will be designed to evaluate the student’s hunting knowledge according to the following requirements.

1.4.17.1 The Online Course will include:

1.4.17.1.1 Unit Quizzes with questions related to the unit’s study material;

1.4.17.1.2 A Final Exam with questions covering the entire course; and

1.4.17.1.3 An optional Practice Exam with questions covering the entire course that students can take to prepare for the Final Exam.

1.4.17.2 The pool of questions for the Unit Quizzes, Practice Exam, and Final Exam must be derived from the text of the Online Course and cover the Hunter Education Certification Standards.

1.4.17.3 The Online Course must have a testing algorithm for the Unit Quizzes, Practice Exam, and Final Exam that includes these features.

1.4.17.3.1 Assessment questions are drawn randomly from the pool of questions related to the content of the Online Course.

1.4.17.3.2 All of the assessment questions must be written to meet best practices for multiple-choice questions for assessments of proficiency.

1.4.17.3.3 The question presentation will allow for the presentation of color graphics where appropriate. Any assessment graphic used must not indicate in any way whether an answer is correct or incorrect.

1.4.17.3.4 Assessment questions are grouped into categories. Each category can be defined in terms of the topic and the number of questions from that category that should appear on each randomly generated assessment.

1.4.17.3.5 Each instance of a Unit Quiz, the Practice Exam, and Final Exam must be generated individually and uniquely for every student.

1.4.17.3.5.1 The questions on each assessment must be chosen randomly from each of the defined categories, according to the number of questions specified for that category, to ensure that each important topic is tested.

1.1.17.3.5.2 Each defined category must have more than one question so that if multiple quizzes or exams are generated, students do not receive the same questions on subsequent attempts.

1.4.17.3.6 If a student fails a Unit Quiz, the student must be required to study the material again and/or re-take a new instance of the Unit Quiz, whichever is specified by the Agency. The passing score and number of questions on the Unit Quizzes must be agreed upon with the Agency.

1.4.17.3.7 If a student fails the Final Exam, the student must be required to study the entire course material again and/or re-take a new instance of the Final Exam, whichever is specified by the Agency. The passing score and number of questions on the Final Exam must be agreed upon with the Agency.

1.4.17.3.8 Each of the assessments (Unit Quizzes, Practice Exam, and Final Exam) must show the student’s score only after all of the questions on the assessment have been answered. The student must also be presented with a critique of what they missed on the assessment.

1.4.17.3.8.1 Critiques must be able to be configured to: i) display to the student only the topics (categories) of questions for which the student gave incorrect answers, rather than the specific questions; or ii) display the questions missed, the correct answers for those questions, and explanations of the correct answers.

1.4.17.3.8.2 Critiques should be able to be configured to provide hyperlinks back to the relevant course material for each question to allow the student to re-study.

1.4.18 Course Completion Certificates

The Offeror's response must address how students successfully completing the Online Course will be issued a certificate that meets these requirements.

1.4.18.1 The certificate will display all student data fields specified by the Agency and any other Agency-required text or graphics.

1.4.18.2 The certificate will have a title as specified by the Agency.

1.5.18.3 The certificate will have displayed on it a special code (character string) that is tied uniquely to that student's personal data so that an Agency enforcement officer can decode it easily to determine if the certificate was generated fraudulently.

1.4.18.3 Students must be able to immediately print out a course completion certificate after successfully completing the course. Also, at later dates, the student must be able to easily obtain another copy of the course completion certificate.

1.4.18.4 The Online Course must be designed so that it is not possible for a student to print out a certificate and then change the personal identification information that appears on the certificate and print out another certificate.

1.4.19 Privacy Policy and Course Promotion

The Agency takes student privacy and course promotion efforts seriously. To that end, the Offeror's response must address the following.

1.4.19.1 The Contractor must adhere strictly to a privacy policy that ensures that student data: i) will not be transferred to any other party except the Agency unless the Contractor obtains prior written approval from the Agency, and ii) will not be used by the Contractor for any purpose that is not related to hunter safety and education.

1.4.19.2 The Contractor must present its privacy policy clearly within the Online Course.

1.4.19.3 The Contractor's privacy policy must adhere to the requirements of the Children's Online Privacy Protection Act (COPPA).

1.4.19.4 The Contractor must not misinform or mislead the public via advertising, marketing, or publishing efforts.

1.4.19.5 The Contractor must conduct any promotion of the Online Course ethically and honestly. Any promotions by the Contractor must not mislead the public.

1.4.19.6 The Contractor must not misuse or misrepresent the Agency, its staff, or its policies or procedures.

1.4.20 Software Applications That Provide Agency Support

The Agency requires software applications that support maintaining student certification information for the Agency, registering for Agency events such as classroom courses and field days, and tracking Agency instructor and volunteer information related to these events. Each of the following must be addressed in the Offeror's proposal.

1.4.21 Certification Management

The Certification Management application must be able to consolidate Agency certification data, thereby making the application the system of record for certification data. By centralizing the data collection and making it available through the application, the Contractor must be able to offer the Agency expanded functionality related to that data as listed in the following sections.

1.4.21.1 The application must be designed to meet the needs of different groups of end users – students, the Agency's personnel, and the Contractor's personnel.

1.4.21.2 The application must not be a white-label or self-hosted product.

1.4.21.3 The application must provide a secured interface into the data that allows Agency users to access additional core functionality.

1.4.21.4 The application must keep, and display, an audit record of all changes and activity to each individual's data record.

1.4.21.5 The application must let Agency users search only for their state and program data.

1.4.22 Functionality Available to Students

1.4.22.1 The application must let students choose to have a temporary proof of certification e-mailed to them upon purchase of their replacement certification card.

1.4.22.2 The application must take reasonable steps to verify and validate the identification of each student attempting to access certification information.

1.4.22.2.1 After verifying and validating a student's identification:

1.4.22.2.1.1 The application must let students search the certification data for their previously issued certification.

1.4.22.2.1.2 The application must let students order a replacement certification card.

1.4.22.3 If there is any doubt about the validity of a student's identification, that student must not be allowed to access certification information.

1.4.23 Functionality Available to Agency Users with Appropriate Permissions

1.4.23.1 The application must let those users who have appropriate permissions search openly through certification data based on state, program, and any other search parameters as requested by the Agency.

1.4.23.1.1 The application will not allow students to directly access the administrative features of the application.

1.4.23.1.2 The application must let those users who have appropriate permissions edit and save student data.

1.4.23.1.3 The application must let those users who have appropriate permissions order a replacement certification card for a student, with or without requiring payment.

1.4.23.1.4 The application must let those users who have appropriate permissions generate a temporary proof of certification in a PDF format, attach it to an e-mail, and send it to a given e-mail address.

1.4.23.2 The application must let those users who have appropriate permissions, and if the Agency has chosen to enable this feature, enter and read additional information in a “note” section. For example, Agency field officers may be given these permissions to allow recording notes on certified students. This feature would allow a field officer with a mobile device to easily pull up a person’s record, and make note, for example, that perhaps the field officer pulled someone over in the field so that anyone else will have future context and background.

1.4.23.3 The application must let those users who have appropriate permissions run reports to display graphs of various data metrics for a given state, program, and date range.

1.4.23.4 The application must let those users who have appropriate permissions run reports to display sorted, paged, and filtered grids of data for a given state, program, and data range.

1.4.23.5 The application must let those users who have appropriate permissions export report data to a CSV (Comma Separated Value) file which can be imported into Microsoft Excel.

1.4.24 Event Management

The Event Management application must be able to manage events for the Agency. The Agency has many requirements related to the logistics of managing events, and the application’s event management functionality must meet the requirements in the following sections.

1.4.25 General Requirements

1.4.25.1 The application must be designed to meet the needs of different groups of end users – students, instructors, the Agency’s personnel, and the Company’s personnel.

1.4.26.2 The application must not be a white-label or self-hosted product.

1.4.25.3 The application must let end users access only those functions of the system that are applicable to their needs.

1.4.25.4 The application must allow for the creation and management of various user logins.

1.4.25.5 The application must be built to allow for instructor management functions including instructor training and background check information.

1.4.26 Functionality Available to All End Users

1.4.26.1 The application must let all end users search for events by state, program, zip code, and current location (when allowed or possible based on the technology).

1.4.26.2 The application must let all end users view all details related to each specific event, including the event title, description, managing Agency, date(s) and time(s) of the event, location, number of seats available, requirements, cancellation policy, and instructor details.

1.4.26.3 The application must give all end users detailed instructions on the location of the event, including embedded Google Maps, as necessary, and links to get directions to the event location.

1.4.27 Functionality Available to Users with Appropriate Permissions

1.4.27.1 The application must apply security checks and entitlements within the system so that only those users who have appropriate permissions can access specified features and functionality.

1.4.27.2 The application must let those users who have appropriate permissions add and invite instructors to set up logins within the system.

1.4.27.3 The application must let those users who have appropriate permissions create events for the Agency and configure all details of the event, including the title, description, additional information, schedule, maximum number of seats, location, and instructor.

1.4.27.4 The application must let those users who have appropriate permissions add custom registration fields, such as any unique ID they want the program to use to track students such as agency assigned identification numbers or characteristics used to describe students such as hair color, eye color, etc.

1.4.28 Functionality Available to Students

1.4.28.1 The application must let a student register to attend an event after supplying first name, middle initial, last name, suffix, date of birth, gender, contact information, mailing information, and any other applicable fields requested by the Agency.

1.4.28.2 The application must include wait list functionality that lets students register for an event that has no seats remaining.

1.4.28.3 The application's wait list feature must allow for automated management of the wait list so that students can be removed, invited, and added, as necessary.

1.4.28.4 The application must let students update their registration, as necessary.

1.4.28.5 The application must let students cancel their registration.

1.4.29 Functionality Available to Instructors

1.4.29.1 The application must let instructors manage their profiles to include not only their basic information, such as first name, last name, and gender, but also additional details, such as their mailing address, contact information, and all pertinent data regarding their instructor certification (certification number and date), as well as the preferred method for students to contact them.

1.4.29.2 The application must let instructors create new events. The application should include options for specifying multiple event dates (if applicable), start time, end time, event program, location, location capacity, any additional details the Agency or instructors may want to display, if the event is available to the public or is private, when the event can be seen by students, the registration period for the event, the cancellation period, if notifications are enabled for the event, and if the event allows a wait list.

1.4.29.3 The application must be configurable so that the Agency can also specify any additional fields or information that they would like to capture for instructors, and whether those fields are required or optional.

1.4.29.4 The application must let instructors upload and attach files pertinent to a particular event, which will then be available to registered students.

1.4.29.5 The application must let instructors manually register a student for a particular event.

1.4.29.6 The application must let instructors manage and oversee enrollments of all their events at a glance.

1.4.29.6.1 The application must let instructors enter a date range and program filter in order to view any events that they are scheduled to teach.

1.4.29.6.2 The application must show instructors a calendar view of their event schedule.

1.4.29.7 The application must let instructors search, find, and invite additional instructors to an event.

1.4.29.8 The application must let instructors create and add locations into a centralized database that can be re-used later when creating new events.

1.4.29.9 The application must give instructors a way to manage event results.

1.4.29.9.1 The application must let instructors view the class roster for each event they are assigned to teach, as well as let them mark which students did and did not attend a session.

1.4.29.9.2 The application must be configurable so that if students take a final exam on-site at the event, the instructor can mark each attending student as having passed or failed.

1.4.29.10 The application must have a process for wrapping up a particular event.

1.4.30 Functionality for Reporting and Tracking Information

1.4.30.1 The application must allow Agency-level controls and functionality for managing, at the highest level, all events, instructors, students, end users, and locations.

1.4.30.2 The application must allow for the easy export of event data in an industry standard format or in multiple formats.

1.4.30.3 The application must allow the Agency to generate reports using data and metrics that can be gathered from within the application.

1.4.30.4 The application must provide instructor management capabilities so that the Agency can track inactive instructors, the hours an instructor has put into classroom training, and any details that relate to an instructor's certification.

1.4.31 Reporting and Analytics

The Offeror's response must address the Agency's needs and requirements for demographic, usage, and geographic reporting.

1.4.31.1 The Contractor must provide the Agency with capabilities to summarize student demographic information, including gender, age, location, and grade distribution, over various timeframes.

1.4.31.2 The Contractor must provide the Agency with details for students who complete in-person and online courses.

1.4.31.3 The Agency must be able to integrate data provided by the Contractor's applications with other Agency data not managed by the Company's applications.

REQUIREMENTS FOR ALL SOFTWARE APPLICATIONS

The Contractor must be able to meet the Agency's requirements regarding hosting; usability, standards, and viewing; technology; security and privacy; and integration. The requirements in the following sections must be met for all applications requested by the Agency and addressed in the Offeror's response. To recap, the applications are the Online Course, the Certification Management application, and the Event Management application.

1.4.32 Hosting Requirements

The Contractor must provide the Agency with information regarding the Company's capabilities to host and support all aspects of the applications, including the management, administration, and maintenance of the technology environment.

- 1.4.32.1 The Contractor must have multiple connections to the Internet allowing global load balancing for all of the applications in a high-capacity environment.
- 1.4.32.2 The Contractor must host the applications through a major hosting provider whose main business is the hosting, monitoring, and support of web-based applications.
- 1.4.32.3 The Contractor must be fully fault tolerant and have a disaster recovery plan, including, but not limited to, daily server backups, an uninterruptible power supply (UPS), a back-up generator, and redundant data centers.
- 1.4.32.4 The Contractor must monitor its network 24/7, receive alerts, and escalate any issues through a documented recovery process.
- 1.4.32.5 The applications must operate in local area network (LAN), wide area network (WAN), and wireless environments.
- 1.4.32.6 The Contractor's operation center, including the hosting services and the home office, shall be located within the United States of America.

1.4.33 Usability, Standards, and Viewing Requirements

All applications must be built using industry-standard approaches, processes, and technologies and employ a procedure that incorporates the following usability, standards, and viewing requirements.

- 1.4.33.1 The applications must be tested for usability with external usability companies.
  - 1.4.33.1.1 The usability testing methods for the design development may include, but are not limited to, eye tracking, card sorting, and focus groups.
  - 1.4.33.1.2 The purpose of the usability testing is to improve the usefulness, ease of use, and organization of the applications.
  - 1.4.33.1.3 The usability testing must be performed on various devices including, but not limited to, smartphones, tablets, and laptop/desktop computer monitors.
  - 1.4.33.1.4 The Agency requires that the Company be able to verify the usability testing through reports, summaries of findings, user response data, and videos (where applicable) of end users in a testing lab.
- 1.4.33.2 The Contractor must document how its applications are engineered using standard development processes, standard information architecture frameworks, and standard navigation design.
- 1.4.33.3 Each application must utilize responsive web design (RWD) so that the website adapts the layout to the viewing environment by using fluid, proportion-based grids; flexible images; and CSS3 media queries as an extension of the @media rule.
- 1.4.33.4 Each application must be viewable from any standards-compliant browser without requiring additional plug-ins, application framework, virtual machine, or interpreter or software augmentation to the browser. A standards-compliant browser is one that is capable of passing the Web Standards Project (WaSP) Acid2 test.

1.4.34 Technology Requirements

The Agency expects end users to access the Contractor's applications using a broad spectrum of technology platforms. To address the Agency's needs, the Company must meet certain technology requirements.

- 1.4.34.1 Each application must be web-based and developed to be viewed concurrently by many end users at the same time.
- 1.4.34.2 Each application must utilize 2048-bit, SSL (Secure Socket Layer) encryption throughout the application where necessary to ensure a secure environment.
- 1.4.34.3 The Contractor's applications must be available to various end users over the Internet in standard browsers without requiring special software. The Offeror's response must specify:
  - 1.4.34.3.1 The software that must be installed on an end user's machine to support each application; and
  - 1.4.34.3.2 The standard browsers that are supported.
- 1.4.34.4 Many end users will access the applications from slow and inconsistent network connections. The Offeror will describe its experience serving diverse and technologically limited users.

1.4.35 Security and Privacy Requirements

The Contractor's applications and hosting provider must maintain a secure and reliable system that ensures confidentiality, integrity, and availability for end users. The Offeror will address the following specific requirements in its response.

1.4.35.1 The Contractor must maintain certification by the Payment Card Industry (PCI) to demonstrate the Contractor's secure handling of end users' credit card data.

1.4.35.2 The Contractor will adhere strictly to a privacy policy that ensures that end user data will not be transferred to any party other than the Agency. The Company will operate on the clear basis that all end user data belongs solely to the Agency.

1.4.35.3 The Contractor will hire a third-party security company to perform vulnerability and penetration testing on all external facing servers at least quarterly.

1.4.35.4 Each application will require its users to log in to the system. Those users who do not have a login will not have access to any privileged areas of the application.

1.4.35.5 Each application will have the ability to let the Agency's administrative personnel access an interface specifically designed to add, edit, or delete data using a different path than what an end user would take.

1.4.35.6 Each application must let all security credentials be maintained via a username and password.

1.4.35.6.1 Each application must follow an industry standard method for retrieving and recovering an end user's password.

1.4.35.6.2 When an end user creates a profile, they must supply a confirmation password when entering a new password or changing passwords.

1.4.35.7 Each application must be developed in accordance with industry standard security practices.

1.4.35.8 The Contractor's network connectivity must be protected by a firewall. Intrusion detection/prevention systems are strongly encouraged. Any default passwords and configurations provided with network components must be changed when the components are installed as part of the Contractor's network.

1.4.35.9 The equipment hosting the Agency's applications will be located in a physically secure facility that employs access control measures, such as badges, card key access, or keypad entry systems.

1.4.35.10 The Contractor's staff and contractors are bonded and/or have been subjected to background checks.

1.4.35.11 The Contractor will develop and maintain an information security policy outlining the above requirements (at a minimum). This policy must include an incident response plan to address a data security breach.

1.4.35.12 The Contractor's staff is trained in data security measures and is given a copy of the information security policy mentioned above.

1.4.36 Customer Service Requirements

The Agency requires the Company to ensure that good quality and service are provided to the state's customers at all times. The Offeror's response must explain how the Contractor will meet the following requirements to support the products delivered to the Agency by the Contractor.

1.4.36.1 The Contractor must have a full-time Customer Service department with a minimum of five full-time employees to handle questions and issues.

1.4.36.2 The Contractor must have Spanish-speaking customer service agents available.

1.4.36.3 The Contractor must make reasonable efforts to provide after-hours support, particularly during peak times and seasons.

1.4.36.4 All questions and issues that do not require an immediate response must be handled with an acknowledgement within 4 hours and a response within 24 hours.

1.4.36.5 The Contractor must have a central Customer Service telephone number for customers to call.

1.4.36.6 The Contractor's Customer Service department must have a publicly available and published e-mail address.

1.4.36.7 The Contractor must use a live-chat application that allows for immediate discussion and conversation between customers and a Customer Service staff member.

1.4.36.8 The Contractor must manage, monitor, and handle any customer service issues that it receives through Twitter.

1.4.36.9 The Contractor must manage, monitor, and handle any customer service issues that may be posted to the Contractor's Facebook page(s) or other Social Media accounts.

1.4.37 Agency Support Requirements

The Agency looks to work with a Contractor that has mature processes and organization, including a full-time Agency Support department to manage any specific product support requests that the Agency may have. The Offeror's response must address the following requirements.

1.4.37.1 The Contractor must have a full-time Agency Support department with a minimum of three full-time employees to provide support.

1.4.37.2 The Contractor must have a central Agency Support telephone number for the Agency to call.

1.4.37.3 The Contractor's Agency Support department must have a published e-mail address for the Agency to use.

1.4.38 Training Requirements

The Agency knows that full adoption of a new application, or set of applications, requires a significant amount of work and commitment. A big component of that success is ensuring that all necessary Agency employees, instructors, and volunteers are adequately trained on newly adopted application(s). The Agency expects the Contractor to meet the following requirements.

1.4.39.1 The Contractor must coordinate with the Agency to prepare a training schedule and plan.

1.4.39.2 The Contractor must work with the Agency to understand its training needs and adapt the Contractor's training materials accordingly.

1.4.39.3 The Contractor must make reasonable attempts to conduct training sessions via telephone, e-mail, video screencasts, and screen sharing technologies.

1.4.39.4 The Contractor must provide a follow-up period after the training to allow any trainees to ask additional questions.

1.4.39 Company's Ability and Experience

The Offeror's response, must address the Offeror's background, history, experience, staff, business lines, business focus, and past experience. To that end, the response must explain, in as much detail as possible, any pertinent projects that the Offeror has previously delivered that may be comparable in scope, purpose, or timing.

1.4.40 Quality of the Products

The Offeror's response must explain to the best of its ability the level of quality of the products that will be provided. Not all products are the same, regardless of whether or not they meet the Agency's requirements. Any factors that affect the overall quality of the products should be detailed in specifics in the response if the Offeror wants the quality of their products to play into the final scoring by the Agency.

1.4.41 Comprehension of Required Services

The Offeror's response must thoroughly detail to the best of its ability the tasks to which the required services will be performed as outlined herein. Any factors or requirements from the Agency, or exceptions the Offeror makes toward the Required Services, that affect the overall performance of the required services must be detailed in the response if the Offeror wants to receive a favorable rating as applicable.

1.5 CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION DAS procures goods and services through a RFP in a transparent manner and in accordance with the laws of the state of Ohio. All proposals provided to DAS in response to this RFP become records of DAS and as such, will be open to inspection by the public after award unless exempt from disclosure under the Ohio Revised Code or another provision of law. Refer to section 5.1.6 in the Instructions.

1.6 REGISTRY OF OFFERORS DAS will prepare a registry of Proposals containing the name and address of each Offeror. The registry will be on the Office of Procurement Services Web site and available for public inspection after the Proposals are received.

1.7 PROPOSAL SUBMITTAL Offeror must submit both a "Technical Proposal" and a "Cost Proposal" as a part of its Proposal package. These are two separate components which shall be submitted in separate sealed envelopes/packages, clearly identified on the exterior as either "Technical Proposal" or "Cost Proposal" with CSP902716 and due date on each. Offeror must submit this signed cover page with its technical Proposal. Offeror shall mark the correct CSP number on all envelopes/packages. Refer to section 5.1.6 in the Instructions for further detail.

1.8 NUMBER OF PROPOSALS TO SUBMIT Offeror must submit one (1) original, completed and signed in blue ink, and three (3) copies for a total of four (4) Proposal packages.

2.0 EVALUATION OF PROPOSALS

2.1 MANDATORY REQUIREMENTS The following table contains items that are Mandatory Requirements for this RFP.

Determining the Offeror's ability to meet the Mandatory Requirements is the first step of the DAS evaluation process. The Offeror's response must be clearly labeled "Mandatory Requirements" and collectively contained in Tab 2 of the Offeror's Proposal in the "Offeror Required Information and Certification" section.

DAS will evaluate Tab 2 alone to determine whether the Proposal meets all Mandatory Requirements (accept/reject). If the information contained in Tab 2 does not clearly meet every Mandatory Requirement, the Proposal may be disqualified by DAS from further consideration.

TABLE 1 - MANDATORY PROPOSAL REQUIREMENTS

Mandatory Requirements
1. Offeror must demonstrate successful implementation of three (3) separate states' Hunter Education programs to include all printed and audio visual materials and a web-based course instruction, testing and certification since January 1, 2006.

If the State receives no Proposals meeting all of the mandatory requirements, the State may elect to cancel this RFP.

2.2 PROPOSAL EVALUATION CRITERIA If the Offeror provides sufficient information to DAS in its Proposal, demonstrating it meets the Mandatory Requirements, the Offeror's Proposal will be included in the next step of the evaluation process which involves the scoring of the Proposal Technical Requirements (Table 3), followed by the scoring of the Cost Proposals. In the Proposal evaluation step, DAS rates the Proposals based on the following listed criteria and the weight assigned to each criterion. The possible points allowed in this RFP are distributed as indicated in the Table 2 - Scoring Breakdown.

2.3 TABLE 2 - SCORING BREAKDOWN

Criteria	Maximum Allowable Points
Proposal Technical Requirements	2000 Points
Proposal Cost	400 Points
Total	2400 Points

2.4 SCORE RATINGS The scale below (0-5) will be used to rate each proposal on the criteria listed in the Technical Proposal Evaluation table.

DOES NOT MEET 0 POINTS	WEAK 1 POINT	WEAK TO MEETS 2 POINTS	MEETS 3 POINTS	MEETS TO STRONG 4 POINTS	STRONG 5 POINTS

DAS will score the Proposals by multiplying the score received in each category by its assigned weight and adding all categories together for the Offeror's Total Technical Score in Table 3. Representative numerical values are defined as follows:

DOES NOT MEET (0 pts.): Response does not comply substantially with requirements or is not provided.

WEAK (1 pt.): Response was poor related to meeting the objectives.

WEAK TO MEETS (2 pts.): Response indicates the objectives will not be completely met or at a level that will be below average.

MEETS (3 pts.): Response generally meets the objectives (or expectations).

MEETS TO STRONG (4 pts.): Response indicates the objectives will be exceeded.

STRONG (5 pts.): Response significantly exceeds objectives (or expectations) in ways that provide tangible benefits or meets objectives (or expectations) and contains at least one enhancing feature that provides significant benefits.

2.5 TABLE 3 - TECHNICAL PROPOSAL EVALUATION

Criterion	Weight	Rating (0 to 5)	Extended Score
Offeror Profile			
1. Offerors will demonstrate the experience and knowledge needed to implement a Hunter Education Program for Ohio.	15		
2. Demonstrate sufficiency of resources to produce, maintain and edit all deliverables.	15		
3. Demonstrate the capacity and financial capability to quickly undertake and successfully complete the required tasks for this Project.	15		
Offeror Prior Projects			
Provide five (5) examples of projects similar in size and scope for providing Hunter Education Materials since 2006.	15		
Staffing Plan			
Provide the qualifications of the key personnel that will be involved in the Work for print production and editing, course development and web based applications and monitoring. Resumes for key personnel should be included.	10		
Scope of Work			
1. The Offeror will clearly explain Curriculum Development for all Courses	15		
2. Offerors will demonstrate how Printed Products & Supplemental Materials will produced, maintained and edited.	30		
3. Clearly explain how all Online Course Requirements will be provided.	50		
4. Clearly explain Software Applications and Certification Management will be implemented.	20		
5. Clearly explain Software Applications and Event Management will be implemented and maintained.	40		
6. Clearly explain how all Software Applications and Requirements will be implemented and maintained.	50		
7. Describe how Customer Service Requirements will be provided, staffed and maintained.	30		
8. Describe how Agency Support Requirements will be provided and maintained.	30		
9. Demonstrate how the Training Requirements for ODW staff and Hunter Education instructors will provided and monitored.	15		
10. Describe in detail the security measures to be provided for the Online Courses and Software Applications.	15		
11. Offeror's proposed timeline for project implementation.	20		
12. Quality of Samples provided.	15		

Total Technical Score: _____

In this RFP, DAS asks for responses and submissions from Offerors, most of which represent components of the above criteria. While each criterion represents only a part of the total basis for a decision to award the Contract to an Offeror, a failure by an Offeror to make a required submission or meet a mandatory requirement will normally result in a rejection of that Offeror's Proposal. The value assigned above to each criterion is only a value used to determine which Proposal is the most advantageous to the State in relation to the other Proposals that DAS received.

Once the technical merits of a Proposal are evaluated, the costs of that Proposal will be considered. It is within DAS' discretion to wait to factor in a Proposal's cost until after the conclusion of any interviews, presentations, demonstrations or discussions. Also, before evaluating the technical merits of the Proposals, DAS may do an initial review of costs to determine if any Proposals should be rejected because of excessive cost. DAS may reconsider the excessiveness of any Proposal's cost at any time in the evaluation process.

2.7 COST PROPOSAL POINTS DAS will use the information the Offeror submits on the Cost Summary Form to calculate Cost Proposal Points. DAS will calculate the Offeror's Cost Proposal points after the Offeror's total technical points are determined, using the following method:

Cost points = (lowest Offeror's cost/Offeror's cost) x Maximum Allowable Cost Points as indicated in the "Scoring Breakdown" table. "Cost" = total cost identified in the Cost Summary section of Offeror's Proposal. In this method, the lowest cost proposed will receive the maximum allowable points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted Cost Proposal given the maximum number of points possible for this criterion. Other acceptable Cost Proposals will be scored as the ratio of the lowest Cost Proposal to the Proposal being scored, multiplied by the maximum number of points possible for this criterion.

An example for calculating cost points, where Maximum Allowable Cost Points Value = 60 points, is the scenario where Offeror X has proposed a cost of $100.00. Offeror Y has proposed a cost of $110.00 and Offeror Z has proposed a cost of $120.00. Offeror X, having the lowest cost, would get the maximum 60 cost points. Offeror Y's cost points would be calculated as $100.00 (Offeror X's cost) divided by $110.00 (Offeror Y's cost) equals 0.909 times 60 maximum points, or a total of 54.5 points. Offeror Z's cost points would be calculated as $100.00 (Offeror X's cost) divided by $120.00 (Offeror Z's cost) equals 0.833 times 60 maximum points, or a total of 50 points.

Cost Score: _____

2.8 FINAL STAGES OF EVALUATION The Offeror with the highest point total from all phases of the evaluation (Technical Points + Cost Points) will be recommended for the next phase of the evaluation.

Technical Score: _____ + Cost Score: _____ = Total Score: _____

If DAS finds that one or more Proposals should be given further consideration, DAS may select one or more of the highest-ranking Proposals to move to the next phase. DAS may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

2.9 REJECTION OF PROPOSALS DAS may reject any Proposal that is not in the required format, does not address all the requirements of this RFP, or that DAS believes is excessive in price or otherwise not in the interest of the State to consider or to accept. In addition, DAS may cancel this RFP, reject all the Proposals, and seek to do the Work through a new RFP or by other means.

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3.0 COST SUMMARY

3.1 SUBMISSION The Cost Summary shall be submitted with the Proposal (under separate cover labeled as the Cost Proposal). All prices, costs, and conditions outlined in the Proposal shall remain fixed and valid for acceptance for 120 days, starting on the due date for Proposals. No price change shall be effective without prior written consent from DAS, Office of Procurement Services.

The Offeror's total cost for the entire Work must be represented as the total cost. All costs for furnishing the services must be included in the Cost Proposal.

3.2 THE OFFEROR'S FEE STRUCTURE The Contractor will be paid as proposed on the Cost Summary after the Agency approves the receipt of product(s)/services and continued completion of all deliverables. All costs must be in U.S. Dollars.

3.3 REIMBURSABLE EXPENSES None; there will be no additional reimbursement for travel or other related expenses. The State will not be responsible for any costs not identified.

3.4 BILL TO ADDRESS
Agency Bill to Address.
ODNR Division of Wildlife
Attn: Information & Education
2045 Morse Road, Building G-2
Columbus, OH 43229

Hunter Education Materials and Support for the ODNR, Division of Wildlife
CSP902716
UNSPSC CATEGORY CODE: 82000000, 60100000, 81000000, 43200000
BUDGET: A budget for CSP902716 is not available.

OFFEROR:_____

Description: Printed & Audio Visual Materials, Price per copy for Hunter Education Materials per year	**Cost (Year 1)**	**Cost Years 2 & 3**
Printed Student Manual - 25,000 per year (price per 1,000)	$	$
Printed Student Workbook 300 per year	$	$
Printed Instructor Guide - 2,500 year 1 and 200 in subsequent years	$	$
Printed Student Exam 30,000 Exams (price per 1,000)	$	$
Instructor Answer Key - 3,500 per year	$	$
Printed Student Manual in Spanish – 50 per year	$	$
Classroom Slide Presentation – 1,500 Year 1; 150 per year in subsequent years	$	$

Description: Printed & Audio Visual Materials, Price per copy for Hunter Education Materials per year	**Cost (Year 1)**	**Cost Years 2 & 3**
Hunting Videos - 1,500 Year 1; 150 per year in subsequent years	$	$
Printed Muzzleloader Student Manual – 200 per year	$	$
Printed Waterfowl Identification Handbook - 25,000 per year (price per 1,000)	$	$
Printed Wildlife Identification Guide – 20,000 per year	$	$
Printed Turkey Hunting Handbook – 200 per year	$	$
Printed Hunting Safety Guide – 500 per year	$	$
Printed Hunting Posters – 200 per year	$	$
E-Book Version of the Wildlife Identification Guide	$	$
Online Course Development, Hosting of the Testing activities, Data Management & Reporting/Analytics, Certificate Distribution & Management, Security, Customer Service, Training	$	$
Event Management	$	$
Consultative Services (such as, including, but not limited to, changes required to update the course materials or changes to online content) – hourly rate	$	$

All Offerors who seek to be considered for a contract award must submit the above information in the format specified. The Original Cost Summary must be included in a separate, sealed envelope/package labeled on the exterior as “Cost Proposal” with the RFP Number and due date.

4.0 AWARD OF THE CONTRACT

4.1 CONTRACT AWARD DAS intends to award the Contract based on the schedule in the RFP, if DAS decides the Work is in the best interests of the State and has not changed the award date.

DAS expects the Contractor to commence the Work upon receipt of a state issued purchase order. If DAS awards a Contract pursuant to this RFP and the Contractor is unable or unwilling to commence the Work, DAS reserves the right to cancel the Contract and return to the original RFP process and evaluate any remaining Offeror's Proposals reasonably susceptible of being selected for award of the Contract. The evaluation process will resume with the next highest ranking, viable Proposal.

4.2 CONTRACT If this RFP results in a Contract award, the Contract will consist of this RFP including the Terms and Conditions, all forms, written addenda to this RFP, the Contractor's accepted Proposal and written authorized addenda to the Contractor's Proposal. It will also include any materials incorporated by reference in the above documents and any purchase orders and amendments issued under the Contract. The general terms and conditions for the Contract are contained in the following link:

https://procure.ohio.gov/Zip/5.3%20Terms%20and%20Conditions.pdf

If there are conflicting provisions between the documents that make up the Contract, the order of precedence for the documents is as follows:

1. The one-page Contract Signature Page, Form 5.2.2
2. The RFP, as addended, including the Terms and Conditions;
3. The documents and materials incorporated by reference in the RFP;
4. The Executive Order. EO2011-12K incorporated by reference in the RFP;
5. The Contractor's Proposal, as amended, clarified, and accepted by the State; and
6. The documents and materials incorporated by reference in the Contractor's Proposal.

Notwithstanding the order listed above, amendments issued after the Contract is executed may expressly change the provisions of the Contract. If they do so expressly, then the most recent amendment will take precedence over anything else that is part of the Contract.

4.3 ECONOMIC PRICE ADJUSTMENT The Contract prices(s) will remain firm throughout the initial term of the Contract. Thereafter, prior to Contract renewal, the Contractor may submit a request to adjust their price(s) to be effective on the effective date of the Contract's renewal. No price adjustment will be permitted prior to the effective date; on purchase orders that are already being processed; or on purchase orders that have been filled.

Price increases must be supported by a general price increase in the cost of the materials/services rendered due to documented increases in the cost of related materials/services. Detailed documentation, to include a comparison list of the Contract items and proposed price adjustments must be submitted to support the requested adjustment. Supportive documentation should include, but is not limited to: copies of the old and the current price lists or similar documents which indicate the original base cost of the product to the Contractor and the corresponding adjustment, and/or copies of correspondence sent by the Contractor's supplier on the supplier's letterhead, which contain the above price information and explains the source of the adjusted costs in such areas as raw materials, freight, fuel or labor, etc.

Should there be a decrease in the cost of the finished product due to a general decline in the market or some other factor, the Contractor is responsible to notify DAS immediately. The price decrease adjustment will be incorporated into the Contract and will be effective on all purchase orders issued after the effective date of the decrease. If the price decrease is a temporary decrease, such should be noted on the invoice. In the event that the temporary decrease is revoked, the Contract pricing will be returned to the pricing in effect prior to the temporary decrease. Failure to comply with this provision will be considered as a default and will be subject to the Suspension and Termination section contained herein.

5.0 LINKS To be applicable to all Proposals and subsequent award(s), including sections named below.

5.1 Instructions

5.1.1 Proposal Instructions
5.1.2 Evaluation of Proposals
5.1.3 Proposal Format & Documentation Required

5.2 Forms

5.2.1 Offeror Required Information
5.2.2 Contract Signature Page
5.2.3 Offeror Profile
5.2.4 Offeror Prior Projects
5.2.5 Offeror's Candidate References
5.2.6 Offeror's Candidate Education, Training, Experience
5.2.7 Offeror Performance Form
5.2.8 Contractor/Subcontractor Affirmation and Disclosure

5.3 Terms and Conditions

5.3.1 Performance and Payment
5.3.2 Work and Contract Administration
5.3.3 Ownership & Handling of Intellectual Property & Confidential Information
5.3.4 Representations, Warranties and Liabilities
5.3.5 Acceptance and Maintenance
5.3.6 Construction
5.3.7 Law & Courts

5.4 ADDITIONAL RESOURCES

EOD Reporting	http://eodreporting.oit.ohio.gov/searchEODReporting.aspx
Office of Budget and Management	http://obm.ohio.gov/LandingPages/Vendor/default.aspx
Office of Procurement Services	http://procure.ohio.gov/proc/index.asp
Ohio Shared Services	http://www.ohiosharedservices.ohio.gov/Home.aspx
Ohio Business Gateway	http://business.ohio.gov/
Ohio Secretary of State	http://www.sos.state.oh.us/SOS/Businesses.aspx

All links are subject to change in accordance with state of Ohio laws, Ohio Revised Code, Ohio Administrative Code, Executive Orders or any other updates issued by the state of Ohio, Department of Administrative Services, and the Office of Procurement Services. It is the Offeror's responsibility to read and be aware of any changes, corrections, updates or deletions to any information included in the link(s) above.

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6.0 Guide for Proposal Submission This guide outlines steps for submission of a Proposal in response to the advertised Request for Proposal. This guide does not contain the complete instructions for preparing and submitting a Proposal and anything stated herein shall not be considered a term or condition of the Contract. The complete instructions can be found in section 5.1.1, Proposal Instructions.

6.1 _____ Read the entire document, including all Web site links. Note critical items such as: Mandatory Requirements; goods or services required, submittal date and time; number of copies to submit; contract requirements; reporting requirements; minimum qualifications; read and understand the terms and conditions.

6.2 _____ Take advantage of the "question and answer" period specified in the schedule of events. Questions must be submitted on-line in the Inquiry Process as explained in the Instructions. See section 5.1.1, Proposal Instructions.

6.3 _____ Follow the format required in the RFP Instructions when preparing the response in chronological order. Provide point-by-point responses to all sections in a clear and concise manner. See section 5.1.12, Proposal Format & Documentation Required.

6.4 _____ Use the forms provided; i.e. Signed RFP Cover Page, Offeror Required Information, Contract Signature Page, Offeror Profile and Prior Projects, Key Personnel forms, Disclosure Form, and Cost Summary Form, See section 5.2, Forms.

6.5 _____ Provide complete answers/descriptions. Do not assume the State or any evaluation committee member will know what the Offeror's capabilities are or what items/services the Offeror can provide, even if previously contracted with the State. The Proposals are evaluated based solely on the information and materials provided in the Offeror's response.

6.6 _____ Check the State's Web site for RFP addenda. It is the responsibility of the Offeror to be aware of additional information posted on the Web.

6.7 _____ The following documents may be submitted with the Proposal or within five (5) business days of request from the Office of Procurement Services: Affirmative Action and proof of insurance. No award will be made without this documentation. Offeror's Proposal may be eliminated from further consideration upon failure to submit within the specified time frame

6.8 _____ If not a current vendor of the state of Ohio, the Offeror will download both the W-9 and Vendor Information Form and submit to Ohio Shared Services (OSS) at vendor@ohio.gov. See section 5.4, Additional Resources.

6.9 _____ Review and read the RFP Document again to make sure that you have addressed all requirements. Read and understand Supplements, if applicable. Offeror's original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and used to score the response.

6.10 _____ Offeror's response must be submitted on time. Late Proposals are never accepted. Make sure the response is labeled on the exterior of the envelope/package with the RFP# and due date, and whether the packet is for the Technical Proposal or the Cost Proposal. Do not place the Cost Proposal in the Technical Proposal.