



Department of Administrative Services on behalf of the
Ohio Department of Mental Health and Addiction Services (MHA)

MHA External Web Presence Conversion to IOP Platform

InnovateOhio Platform Statement of Work Solicitation DXDMH-20-01-001

This opportunity is being released to InnovateOhio Platform (IOP) Contractors (formerly Ohio Digital Experience (ODX)) prequalified as a result of RFP #0A1216. This Project Statement of Work (SOW) is issued under, incorporated into and governed by Contract #0A1216. The Contractor agrees that it is in compliance with Contract #0A1216 and must comply with this SOW.

ONLY prequalified Contractors are eligible to submit proposal responses AND to submit inquiries. The State does not intend to respond to inquiries or to accept Proposals submitted by organizations that are not prequalified.

An alphabetical listing of Contractors prequalified to participate in this opportunity follows:

Base22

Deloitte Consulting

g2o

Timeline:

SOW solicitation released to prequalified Contractors	12/30/2019
Inquiry period begins	12/30/2019
Inquiry period ends at 8:00 a.m. EST	01/17/2020
Proposal response due date by 1:00 p.m. EST	01/24/2020

Statement of Work Solicitation

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Section 1: Purpose

The purpose of this project Statement of Work (SOW) is to provide the Ohio Department of Mental Health and Addiction Services with information technology services related to onboarding to the State of Ohio InnovateOhio Platform (IOP) environment.

A qualified Contractor, herein after referred to as the “Contractor”, must furnish the necessary personnel, equipment, materials and/or services and otherwise do all things necessary for or incidental to the performance of work set forth in Section 3: Scope of Work.

This SOW is issued under, incorporated into and governed by contract #0A1216. The Contractor agrees that it is in compliance with contract #0A1216 and must comply with this SOW.

Section 2: Background Information

2.1 Agency Information

2.1.1 Agency or Program Name

Ohio Department of Mental Health and Addiction Services (MHA)

2.1.2 Contact Information

Name: David Booth **Phone:** 614-466-9958

Email: david.booth@mha.ohio.gov

Address: Ohio Department of Mental Health and Addiction Services
30 East Broad St - 33rd Floor
Columbus, Ohio 43215

2.2 Project Information

2.2.1 *Project Name*

MHA External Web Presence Conversion to IOP Platform

2.2.2 *Project Background & Objectives*

MHA would like to move our current DNN based external websites to the new IOP platform. Some of our sites have been recently revamped and will need little to no content or UI design changes while others will need to be fully revisited (see section 3.1).

In performing these tasks, which are further explained in the SOW and deliverables, the Contractor must work with the Ohio Department of Administrative Services (DAS), IOP staff to ensure the new website is consistent with the IOP platform and guidelines.

2.2.3 *Expected Project Duration*

The duration will be determined once the final scope of the project is clear. This will depend on if MHA decides to complete all the sites at once or do them one at a time over a longer duration.

2.2.4 *Deliverable Expectations*

Deliverables must be provided according to the approved and baselined project plan established during the first week of the project. Any changes to the timeline must have prior approval (in writing) by the agency Contract Manager or designee.

All deliverables must be submitted in a format approved by the agency's Contract Manager.

All deliverables must have acceptance criteria established and time for testing or acceptance.

If the deliverable cannot be provided within the scheduled timeframe, the Contractor is required to contact the agency Contract Manager in writing with a reason for the delay and the proposed revised schedule. The request for a revised schedule must include the impact on related tasks and the overall project. If agency determines a deliverable is no longer needed, they will submit that in writing to the Contractor within 2 weeks.

A request for a revised schedule must be reviewed and approved by the agency Contract Manager before placed in effect.

The agency will complete a review of each submitted deliverable within 5 working days of the date of receipt.

2.3 Project Schedule

[Project Schedule Table Exhibit]

Milestone	Date
Earliest project commencement date	01/30/2020
Project kickoff meeting with MHA and IOP (The kickoff meeting will be held at MHA where Project Team will confirm scope, requirements, project plan and timeline, meet Agency stakeholders, and conduct other Q&A as needed such that all parties are in alignment and stakeholder identified.)	Contractor Proposed
Project Plan	Contractor Proposed
Requirements gathering workshops	Contractor Proposed
The Contractor completes the designs and demonstrates the prototypes to MHAS (Clickable Design Prototypes)	Contractor Proposed
Staff training: <ul style="list-style-type: none"> • Content-First training • Content Management training • Authoring/Site training 	Contractor Proposed
System test completion	Contractor Proposed
UAT and Agency acceptance	Contractor Proposed
Communication and Engagement Plan	Contractor Proposed
Final Project Summary	Contractor Proposed
Completion of hypercare support	Contractor Proposed

2.4 Contractor's Work Effort Requirement

The Contractor's full-time regular employees must perform 80% of the effort required to complete the work. The work must be completed on site with the State.

Section 3: Scope of Work

3.1 Scope Description

MHA would like to move our public facing web presence off our current DNN platform onto the InnovateOhio Platform. MHA would like to have costing options to migrate all the following sites at once along with a cost per site.

The table below outlines the current nine (9) sites in scope, a description of each, and whether the site is standalone or a subsite of MHA.

Though some sites have been recently redesigned, all sites are in need of various levels of effort to utilize IOP content First Methodology and mobile first design concepts and the Contractor will need to access each individually.

Site	Description	Hosting Method
MHA	Main MHA website	Mha.ohio.gov standalone site
Start Talking	Start Talking is a multi-agency effort to encourage parents to talk to their kids about drug use.	Starttalking.ohio.gov standalone site
Suicide Prevention	HB 28 (GA 131) requires that the Ohio Department of Higher Education and the Ohio Department of Mental Health and Addiction Services post free suicide prevention material and programs on their websites. These State agencies have developed this website as a portal to resources that will help Ohio's public State colleges and universities to meet their requirement.	Suicideprevention.ohio.gov standalone site
BH Medicaid	This site is a partnership between MHAS and Medicaid and may end up being handed over to Medicaid and could be out of scope but for now please submit pricing for this site as well.	bh.medicaid.ohio.gov standalone site
SPF-PFS	Ohio's SPF-PFS initiative seeks to increase the access of high need rural areas to evidence-based prevention services by building workforce capacity and prevention system infrastructure.	pfs.ohio.gov this will become content under the MHA primary site
OHYES	OHYES! is the collaborative effort of the Ohio Departments of Education, Health and Mental Health & Addiction Services, Ohio National Guard, and representatives from higher	Ohyes.ohio.gov standalone site

	education, juvenile courts, foundations and community service providers.	
Pediatric Psychiatry Network	The Pediatric Psychiatry Network provides the timely and secure components to improve identification, triage, linkage, access and stepped collaborative care for Ohio youth. It is mainly a hotline for assistance.	ppn.mh.ohio.gov standalone site
Ohio for Responsible Gambling	Ohio for Responsible Gambling is an initiative aimed at promoting responsible gambling in Ohio. Four State agencies in Ohio are working together in this effort: The Ohio Lottery Commission, the Ohio Casino Control Commission, the Ohio State Racing Commission, and the Ohio Department of Mental Health and Addiction Services (OhioMHAS). OhioMHAS serves as the resource partner for the initiative and the lead agency responsible for prevention and treatment of problem gambling.	Org.ohio.gov standalone site
Community Collective Impact	The Community Collective Impact Model for Change (CCIM4C) Initiative is a derivative of the CURES Act, and the website hosts the materials created by the funded communities. They can be kept online as reference for other communities wanting to model the initiatives.	collectiveimpact.mha.ohio.gov this will become content under the MHA primary site

3.2 Requirements

3.2.1 Functional and Technical Requirements

- A. MHA IT Developer will be part of the project development team to be mentored and to help in the conversion process;
- B. Content selection/creation and site requirements-gathering working sessions will build the foundation of the new website(s) and refine the user journey;
- C. In the Design phase, vendor must create and validate the website framework and patterns with MHA Stakeholders and IOP Leadership;
- D. Follow InnovateOhio Platform's *content-first* methodology for website content;
- E. Work with Agency site administrators and content authors/owners to add content to the IOP platform via the Portal Builder, as well as other available tools and accelerators as appropriate;
- F. Identify, plan and execute organizational change management activities;
- G. Project content development, design decisions, user testing/validation, and all other points of collaboration between internal team and agency stakeholders will take

- place via the IOP ATLAS (Atlassian) toolset. Site must be built using responsive web design to support all screen resolutions and device types;
- H. Compatible with multiple browsers and mobile including Google Chrome, Safari, Mozilla Firefox and Microsoft Edge (Top 5 most used browsers);
 - I. Training MHAS staff on creating/updating website content and running reports using analytics software (estimated 2-3 total trainings); and
 - J. Compliance with Ohio web accessibility requirements: all materials must be captioned and designed for Americans with Disabilities Act/Section 508 compliance.

3.2.2 *Project and Contractor Requirements*

- A. The Contractor must have the capability and capacity to perform content design, satisfy all requirements described in section 3.1, and build/deploy the website(s);
- B. The Contractor must be able to adhere to IOP-hosted solution requirements, including use of IBM Digital Experience portal tools as configured, hosted and supported by DAS and per the requirements set forth herein;
- C. The Contractor is responsible for travel expenses and cannot charge IOP or MHAS for incurred expenses; and
- D. Develop a Support Model that includes a stabilization period after the “go-live” and details ongoing support services, including production support, application maintenance, and enhancements.

3.3 Deliverable Description

3.3.1 *Detailed Description of Deliverables*

- A. The Contractor and State will agree upon deliverable dates. Once the project schedule and plan are set, the Contractor must meet specified deliverable timeframes. Any deviation from established schedule and plan requires prior written approval from State Project Manager and InnovateOhio Platform Contract Manager or designee;
- B. Deliverables must be submitted to State Project Manager and InnovateOhio Platform Contract Manager in the InnovateOhio Platform-approved format;
- C. Deliverable acceptance criteria and time period for deliverable testing and acceptance must be established with State Project Manager and InnovateOhio Platform Contract Manager within the first two weeks of project commencement;
- D. If a deliverable cannot be completed per the approved schedule and plan, the Contractor must notify the State Project Manager and InnovateOhio Platform Contract Manager in writing, at least two weeks in advance of the deliverable deadline or agreed upon date on the approved schedule and plan, with the reason for the delay and proposed revision to the schedule. Proposed schedule revision

must include the downstream impact and impact to the overall project. Monies cannot be reallocated; and

- E. Deliverable review will be conducted by the InnovateOhio Platform Contract Manager and State designee within 5 working days of deliverable submission.

3.3.2 Descriptions by Deliverable Name

Deliverable Name	Description
Kickoff Meeting	Kickoff meeting will be held at a location and time selected by MHAS where the Contractor and its staff will be introduced to the agency and will discuss project requirements and brand guidelines.
Project Plan	Includes breakdown of tasks, milestones, deliverables, milestone dates, deliverable dates, owners, and critical path (baselined). The Contractor must proactively maintain the baselined and approve project plan throughout the project.
Requirements-Gathering Workshops	Documentation of non-functional, functional, and technical requirements.
Clickable Design Prototypes	The Contractor completes the designs and demonstrates the prototypes to MHAS. General vision and tone of the new website as documented by a landing page and approximately four pages is all that is required.
Content Management Training	The Contractor to propose the number of training sessions in train-the-trainer format.
System Test Results	The final implementation of the website available to a limited number of staff and users to test. Final website shared with focus group to gather feedback.
User Acceptance Testing (UAT) Completion	Feedback from both the UAT testers and the final focus group incorporated, and customer approval obtained.
Communication and Engagement Plan	Detailed, sequenced plan for communicating to impacted stakeholders defining what is communicated to what stakeholder groups, by whom, when, and through which communication vehicle(s). Plan is based upon stakeholder identification and impact assessment.
Final Project Summary	The Contractor is required to submit a final project summary to MHAS and IOP on or before TBD. IOP will provide the Contractor with a report form template
Other Deliverables	The Contractor should include any additional deliverables deemed necessary for project delivery.

3.3.3 Deliverable Acceptance

Deliverable Name	Due Date (if applicable)	Payment Eligible?	Acceptance Process
Kickoff Meeting	TBD	No	
Project Plan	TBD (updated throughout project)	Yes	Approved by MHAS Project Manager and IOP Contract Manager. Delivered with ATLAS program management tool (access provided via IOP).
Requirements-Gathering Workshops	TBD	Yes	Meeting was conducted; MHAS input was translated into list of desired outcomes and functions socialized and approved by MHAS staff.
Clickable Design Prototypes	TBD	Yes	Used to present and document the design, information architecture and results of the Contractors and InnovateOhio Platform methodologies. General vision and tone of the new website as documented by a landing page and approximately four pages is all that is required.
Training MHAS Staff	TBD	No	MHAS staff receive training on multiple topics including analytics for running reports. Training provides necessary knowledge and skills for MHAS staff to operate sites without further assistance.
System Test Results	TBD	No	Provide test conditions and documented proof that the technical solution delivers the agreed to requirements in a non-production environment. Provide a list of all defects encountered and resolved. Provide action plans to remediate any defects agreed to be delivered during a hyper-care period.
User Acceptance Testing (UAT) Completion	TBD	No	MHAS project sponsor(s) and IOP Contract Manager acceptance.
Communication and Engagement Plan	TBD	Yes	MHAS project sponsor(s) and IOP Contract Manager acceptance.
Final Project Summary	TBD	Yes	MHAS project sponsor(s) and IOP Contract Manager acceptance.
Subcontractors	Duration of the contract	No	All subcontracts are submitted to MHAS Project Manager and IOP Contract Manager for approval before any agreement is entered into by the Contractor and subcontractor.

3.3.4 Roles and Responsibilities

Project Activity Description	Contractor	MHAS/IOP
Schedule kick-off meeting with all key stakeholders		X
Prepare kick-off meeting materials	X	X
Identify MHAS stakeholders		X
Project plan	X	X
UAT completion	X	
Communication and engagement plan	X	
Final project summary and Agency style guide	X	
Review and accept deliverables		X

3.3.5 Restrictions on Data Location and Work

The Contractor must perform all work specified in the SOW solicitation and keep all State data within the United States, and the State may reject any SOW response that proposes to do any work or make State data available outside the United States.

The Contractor must maintain all MHAS data on a secure data storage unit (hard drive, USM, etc.). If multiple storage units are necessary, MHAS must be notified. Data provided by MHAS will be used solely for the creation of this website.

3.3.6 Resource Requirements

MHA would prefer all work be done at an MHA location for ease of including MHA developer in the conversion team. If this is not possible the Contractor must provide a work space at their location for the MHA team member. If an alternate location is required it must be approved by the Agency, and it must be within a distance from MHA offices (30 East Broad St, Columbus, Ohio 43215) so as not to cause the MHA team member to endure unreasonable additional travel time.

The Contractor must provide any and all equipment they need to perform activities.

The Contractor must clearly identify technology and tools they will use to develop the site and any software licensing that needs to be purchased.

Section 4: Deliverables Management

4.1 Submission Format

The Contractor must follow the IOP program management methodology and submit weekly IOP status reports, captured every Wednesday during the contracting period. The weekly report will include specific information about the progress of the project. The project will be tracked and reported using the State's ATLAS project management tool.

The Final Project Summary will be submitted at a date/time TBD in a format based on a template provided by IOP.

4.2 Reports and Meetings

The Contractor must conduct weekly status meetings with MHAS Project Manager. MHAS Project Manager will establish meeting date/time/location. Meetings can be in person or over the phone at the discretion of the MHAS Project Manager.

The Contractor must update status within IOP ATLAS status reporting tool that includes work performed and completed for the current week and planned work for the subsequent week; and documentation of issues and risks encountered or outstanding, with an explanation of the cause and real or proposed resolution.

The Contractor is required to provide the IOP with a weekly status reports summary. Status reports are due to IOP by 3 p.m. each Wednesday; extract will be pulled from the InnovateOhio Platform IOP ATLAS tool.

4.3 Period of Performance

The end date of the project will be determined based on how many of the sites are converted and in what order. Performance is based on the delivery and acceptance of each deliverable.

4.4 Performance Expectations

This section establishes performance specifications for the Service Level Agreements (SLA) between the Contractor and State.

4.4.1 *Fee at Risk*

Most individual service levels are linked to "Fee at Risk" due to the State to incent the Contractor performance.

Both the State and the Contractor recognize and agree that service levels and performance specifications may be added or adjusted by mutual agreement during the term of the contract as business, organizational objectives and technological changes permit or require.

The Contractor agrees that 10% of the not-to-exceed fixed price for the SOW will be at risk ("Fee at Risk"). The Fee at Risk will be calculated at follows:

$$\text{Total Not to Exceed Fixed Price (NTEFP) of the SOW} \times 10\% = \text{Total Fee at Risk for the SOW}$$

Furthermore, in order to apply the Fee at Risk, the following monthly calculation will be used:

$$\text{Monthly Fee at Risk} = \text{Total Fee at Risk for the SOW} \div \text{Term of the SOW in months}$$

4.4.2 Performance Credit

The Contractor will be assessed for each SLA failure and the "Performance Credit" shall not exceed the monthly Fee at Risk for that period. The performance credit is the amount due to the State for the failure of the SLAs. For SLAs measured on a quarterly basis, the monthly fee at risk applies and is cumulative.

On a monthly basis, there will be a "true-up" at which time the total amount of the performance credit will be calculated (the "Net Amount"), and such Net Amount may be offset against any fees owed by the State to the Contractor, unless the State requests payment in the amount of the performance credit.

The Contractor will not be liable for any failed SLA caused by circumstances beyond its control, and that could not be avoided or mitigated through the exercise of prudence and ordinary care, provided that the Contractor promptly notifies performance of the services in accordance with the SLAs as soon as reasonably possible.

To further clarify, the performance credits available to the State will not constitute the State's exclusive remedy to resolving issues related to the Contractor's performance. In addition, if the Contractor fails multiple service levels during a reporting period or demonstrates a pattern of failing a specific service level throughout the SOW, then the Contractor may be required, at the State's discretion, to implement a State-approved corrective action plan to address the failed performance.

SLAs will commence when the SOW is initiated.

4.4.3 Monthly Service Level Report

On a monthly basis, the Contractor must provide a written report (the "Monthly Service Level Report") to the State which includes the following information:

- Identification and description of each failed SLA caused by circumstances beyond the Contractor’s control and that could not be avoided or mitigated through the exercise of prudence and ordinary care during the applicable month;
- The Contractors quantitative performance for each SLA;
- The amount of any monthly performance credit for each SLA;
- The year-to-date total performance credit balance for each SLA and all the SLAs;
- Upon State request, a root-cause analysis and corrective action plan with respect to any SLA where the individual SLA was failed during the preceding month; and
- Trend or statistical analysis with respect to each SLA as requested by the State.

The Monthly Service Level Report will be due no later than the 10th day of the following month.

SLA	Performance Evaluated	Non-Conformance Remedy	Frequency of Measurement
Deliverable Acceptance	<p>Measures the State’s ability to accept Contractor deliverables based on submitted quality and in keeping with defined and approved content and criteria for Contractor deliverables in accordance with the terms of the Contract and the applicable SOW. The Contractor must provide deliverables to the State in keeping with agreed levels of completeness, content quality, content topic coverage and otherwise achieve the agreed purpose of the deliverable between the State and the Contractor in accordance with the Contract and the applicable SOW. Upon mutual agreement, the service level will be calculated / measured in the period due, not in the period submitted. Consideration will be given to deliverables submitted that span multiple measurement periods. The measurement period is a month. The first monthly measurement period will commence on the first day of the first full calendar month of the Contract, and successive monthly measurement period will run continuously thereafter until the expiration of the applicable SOW.</p> <p>Compliance with deliverable acceptance is expected to be greater than 95%.</p> <p>This SLA is calculated as follows: “% Deliverable Acceptance” equals “# Deliverables accepted during period” divided by “# Deliverables submitted for review/acceptance by the State during the period”.</p>	Fee at Risk	Project schedule

4.5 State Staffing Plan

Staff/Stakeholder Name	Project Role	% Allocated
IOP Program Lead	Program Lead / Contract Manager, second level of IOP escalation	As needed
IOP Project Manager	Program and project compliance; first point of IOP escalation	10% or as needed
MHAS Project Manager	Project management; manage according to schedule, schedule meetings, update necessary stakeholders	As needed
MHAS IT Developer	Member of the conversion team	75%
MHAS Content Contributors	MHAS content contributors – Communications Director, Digital Media Manager, Public Information Officer, HR staff member(s)	As needed

Section 5: Proposal Response Submission Requirements

5.1 Response Format and Content Requirements

An identifiable tab sheet must precede each section of a Proposal, and each Proposal must follow the format outlined below. All pages, except preprinted technical inserts, must be sequentially numbered.

Each proposal must contain the following:

1. Cover letter with signature
2. Offer or experience requirements (see evaluation Section 6 for details on required content)
3. Subcontractors documentation
4. Assumptions
5. Payment address
6. Staffing plan, personnel requirements, time commitment, organizational chart
7. Contingency plan
8. Project plan
9. Proposed project schedule (WBS using MS Project or compatible)
10. Communication plan
11. Risk management plan

12. Quality management plan
13. Training and transition plan
14. Fee structure including estimated work effort for each task/deliverable
15. Rate card

5.1.1 *Cover Letter*

- a. Must be in the form of a standard business letter;
- b. Must be signed by an individual authorized to legally bind the Offeror;
- c. Must include a statement regarding the Offeror's legal structure (e.g., an Ohio corporation), Federal tax identification number, and principal place of business listing any Ohio locations or branches;
- d. Must include a list of the people who prepared the Proposal, including their titles; and
- e. Must include the name, address, email, phone number, and fax number of a contact person who has the authority to answer questions regarding the Proposal.

5.1.2 *Offeror's Experience Requirements*

- a. Offeror's Proposal must include a brief executive summary of the services the Offeror proposes to provide and at least one representative example of previously completed projects of similar size and scope (e.g., detailed requirements documents, analysis). Include project description, who it was for, and name of a contact person;
- b. Offeror's Proposal must include at least one representative example of previously completed projects demonstrating experience in creating a website that interfaces with professionals and the general public. One example should include details of an awareness campaign conducted by the Offeror or its subcontractor. Include project description, who it was for, and name of contact person; and
- c. The Offeror must demonstrate knowledge of the following:
 - Website content writing and design, social media, analytics and all functionality requirements provided in section 3.1;
 - Website construction; and
 - Capacity to provide technical assistance to MHAS staff including, but not limited to, training MHAS staff on editing/modifying templates, updating website content and training MHAS staff on analytics so they can run reports.

5.1.3 *Subcontractor Documentation*

For each proposed subcontractor, the Offeror must attach a letter from the subcontractor, signed by someone authorized to legally bind the subcontractor, with the following included in the letter:

- a. The subcontractor's legal status, federal tax identification number, D-U-N-S number if applicable, and principal place of business address;

- b. The name, phone number, fax number, email address, and mailing address of a person who is authorized to legally bind the subcontractor to contractual obligations;
- c. A description of the work the subcontractor will do and one representative sample of previously completed projects as it relates to this SOW (e.g., detailed requirements document, analysis, statement of work);
- d. Must describe the subcontractor’s experience, capability, and capacity to provide information technology assessment, planning, and solicitation assistance. Provide specific detailed information demonstrating experience similar in nature to the type of work described in this SOW from each of the resources identified in Section 6. The detailed information must include examples relevant to this project’s needs and requirements;
- e. A commitment to do the work if the Offeror is selected; and
- f. A statement that the subcontractor has read and understood the IFP and will comply with the requirements of the IFP.

5.1.4 Assumptions

The Offeror must list all assumptions the Offeror made in preparing the Proposal. If any assumption is unacceptable to the State, the State may at its sole discretion request that the Offeror remove the assumption or choose to reject the Proposal. No assumptions may be included regarding the outcomes of negotiation, terms and conditions, or requirements.

Assumptions should be provided as part of the Offeror’s response as a stand-alone response section that is inclusive of all assumptions with reference(s) to the section(s) of the RFP that the assumption is applicable to. The Offeror should not include assumptions elsewhere in their response.

5.1.5 Payment Address

The Offeror must give the address to which MHAS will send reimbursements for completed activities/deliverables per the terms of the Contract.

5.1.6 Staffing Plan, Personnel Resumes, Time Commitment, Organizational Chart

Identify Offeror and subcontractor staff and time commitment. Identify hourly rates for personnel, as applicable. Include Offeror and subcontractor resumes for each resource identified and an organizational chart for entire team.

Contractor Name	Role	Contact or Subcontractor?	# Hours	Hourly Rate

5.1.7 Contingency Plan

Identify and provide a contingency plan should the Contractor and subcontractor staff fail to meet the project schedule, project milestones, or fail to complete the deliverables according to schedule. Include alternative strategies to be used to ensure project success if specified risk events occur.

5.1.8 Project Plan

Provide a high-level project plan that satisfies all project objectives and includes all parts of the SOW including meeting all website content and functionality requirements outlined in Section 3.1, along with all project deliverables. Describe the primary tasks, how long each task will take, and when each task will be completed in order to meet final deadline.

5.1.9 Project Schedule

Provide a high-level project schedule that falls within the project duration and meets all of the project schedule outlined in Section 2.3.

5.1.10 Communication Plan

Provide a high-level communication plan that complies with all project reporting requirements.

5.1.11 Risk Management Plan

Provide a Risk Management Plan including the risk factors, associated risks, and assessment of the likelihood of occurrence and the consequences for each risk. Describe your plan for managing selected risks and plan for keeping people informed about those risks throughout the project.

5.1.12 Quality Management Plan

Provide a Quality Management Plan to explain your quality policies, procedures, and standards relevant to the project for both project deliverables and project processes. Define who is responsible for the quality of the delivered project artifacts and deliverables.

5.1.13 Training and Transition Plan

Provide a detailed training and transition plan that meets the requirements of this SOW.

5.1.14 Fee Structure

Provide a detailed Fee Structure including estimated work effort for each deliverable. Payment will be scheduled upon approval and acceptance of each deliverable by MHAS within the usual payment terms of the State.

Deliverable	Total Estimated Work Effort (Hours)	Not-to-Exceed Fixed Cost for Deliverable
Kickoff Meeting		N/A
Project Plan		
Requirements-Gathering Workshops		
Clickable Design Prototypes		
Content Management Training/Staff Training		N/A
System Test Results		N/A
UAT Completion		N/A
Communication & Engagement Plan		
Final Project Summary		
Subcontractors		N/A
Total Not-to-Exceed Fixed Cost for all deliverables		

5.1.15 Rate Card

The primary purpose of obtaining a Rate Card is to establish baseline hourly rates in case change orders are necessary. This contract is not intended to be used for hourly-based time and materials work.

Offerors must submit a Rate Card that includes hourly rates for all services the Offeror provides. Enter the Rate Card information in this section.

Position Title	Hourly Rate	
	\$	
	\$	
	\$	
	\$	
	\$	

Section 6: Proposal Evaluation Criteria

6.1 Offeror Requirements

The Contractor must be capable of meeting the project duration and project schedule timeline outlined in Section 2.3.

The Contractor must submit Proposal on time with all required components fully completed.

6.2 Scored Requirements

Requirements	Weight	Does Not Meet	Partially Meets	Meets	Exceeds
Proposal Administration Offeror’s Proposal submitted on time and contains all required sections and content defined in Section 5.1.	2	0	3	5	7
Offeror’s Previous Experience Proposal must include a brief executive summary of the services the Offeror proposes to provide and at least one representative example of previously completed projects of similar size and scope. Include project description, who it was for, and name of a contact person.	4	0	3	5	7
Offeror’s Previous Experience Offeror must provide previous examples of website content design, social media, analytics, and all functional requirements provided in Section 3.1.	4	0	3	5	7
Offeror’s Previous Experience Offeror must provide examples where it provided technical assistance to staff including, but not limited to, training staff on editing/modifying forms and templates, updating website content and training staff on analytics so they could run reports.	3	0	3	5	7
Offeror’s Previous Experience	4	0	3	5	7

**Technical Proposal Points =
(Offeror’s Technical Proposal Points ÷ Highest Offeror’s Technical Proposal Points) x 700**

The Offeror with the lowest proposed total cost for evaluation purposes will receive 300 points. The remaining Offerors will receive a percentage of the maximum cost points available based upon the following formula:

**Cost Summary Points =
(Lowest Total Cost for Evaluation ÷ Offeror’s Total Cost for Evaluation) x 300**

The Total Points Score is calculated using the following formula:

Total Points = Technical Proposal Points + Cost Summary Points

The State may reject any Proposal if the Offeror takes exception to the terms and conditions of the Contract.

The State has the right to waive any defects in any quotation or in the submission process followed by an Offeror. The State will only do so if it believes that it is in the State’s interest and will not cause any material unfairness to other Offerors.

The State may reject any submission that is not in the required format, does not address all the requirements of this SOW Solicitation, or that the State believes is excessive in price or otherwise not in its interest to consider or to accept.

The State will reject any responses from companies not prequalified in the Technology category associated with this SOW Solicitation. In addition, the State may cancel this SOW Solicitation, reject all the submissions, and seek to do the work through a new SOW Solicitation or other means.

Section 7: Solicitation Calendar of Events

7.1 Firm Dates

Sow Solicitation released to prequalified Contractors	12/30/2019
Inquiry Period begins	12/30/2019
Inquiry Period ends	01/17/2020 at 8:00 a.m. EST
Proposal Response due	01/24/2020 at 1:00 p.m. EST

7.2 Anticipated Dates

Estimated date for selection of awarded Contractor	02/03/2020
Estimated date for commencement of work	02/10/2020

Section 8: Inquiry Process

8.1 Submitting an Inquiry

Offerors may make inquiries regarding this SOW Solicitation anytime during the inquiry period listed in the Calendar of Events. To make an inquiry, Offerors must use the following process:

1. Access the State's procurement website at <http://procure.ohio.gov/>
2. From the navigation bar on the right, select **Bid Opportunities Search**
3. Enter the IOP Solicitation ID number found on the first page of this SOW Solicitation in the Document/Bid Number box
4. Click on the **Search** button
5. On the document information page, click the **Submit Inquiry** button
6. On the document information page, complete the required Personal Information section by providing:
 - a. First and last name of the Offeror's representative responsible for the inquiry
 - b. Name of the Offeror
 - c. Representative's business phone number
 - d. Representative's email address
7. Type the inquiry in the space provided, including:
 - a. A reference to the relevant part of this SOW Solicitation
 - b. The heading for the provision under question
 - c. The page number of the SOW Solicitation where the provision can be found
8. Click the **Submit** button

8.2 Inquiry Response and Viewing

An Offeror submitting an inquiry will receive an acknowledgement that the State has received the inquiry as well as an email acknowledging receipt. The Offeror will not receive a personalized response to the question nor notification when the State has answered the question.

Offerors may view inquiries and responses on the State's procurement website by using the same instructions described above and by clicking the **View Q&A** button on the document information page.

The State usually responds to all inquiries within 3 business days of receipt, excluding weekends and State holidays. The State will not respond to any inquiries received after 8:00 a.m. on the inquiry end date.

Section 9: Submission Instructions & Location

9.1 Submission Instructions

Each Offeror must submit 4 complete, sealed and signed copies of its Proposal Response and each submission must be clearly marked **DXDMH-20-01-001 MHA External Web Presence Conversion to IOP Platform** on the outside of its package, along with the Offeror's name.

A single electronic copy of the complete Proposal Response must also be submitted with the printed Proposal Responses. Electronic submissions should be on a CD, DVD, or USB memory stick.

Each proposal must be organized in the same format as described in Section 5. Any material deviation from the format outlined in Section 5 may result in a rejection of the non-conforming proposal. Each proposal must contain an identifiable tab sheet preceding each section of the proposal. Proposal Response should be good for a minimum of 60 days.

The State will not be liable for any costs incurred by any Offeror in responding to this SOW Solicitation, even if the State does not award a contract through this process. The State may decide not to award a contract at the State's discretion. The State may reject late submissions regardless of the cause for the delay. The State may also reject any submissions that it believes are not in its interest to accept and may decide not to do business with any of the Offerors responding to this SOW Solicitation.

9.2 Submission Location

Proposal Responses **MUST** be submitted to the State Agency's procurement representative at the following address:

Name: David Booth

Number: 614-466-9958

Email: david.booth@mha.ohio.gov

Address: 30 E. Broad St. 33rd Floor, Columbus, Ohio 43215

9.3 Proprietary Information

All Proposal Responses and other material submitted will become the property of the State and may be returned only at the State's option.

If an Offeror includes in its Proposal confidential, proprietary, or trade secret information, it must also submit a complete redacted version of its Technical Proposal in accordance with Confidential, Proprietary or Trade Secret Information that follows:

- A. Offerors shall only redact (black out) language that is exempt from disclosure pursuant to Ohio Public Records Act;
- B. Offerors must also submit an itemized list of each redaction with the corresponding statutory exemption from disclosure; and
- C. The redacted version must be submitted as an electronic copy in a searchable PDF format.

The redacted version, as submitted, will be available for inspection and released in response to public records requests. If a redacted version is not submitted, the original submission of the Proposal will be provided in response to public records requests. Additionally, all Proposal Response submissions will be open to the public after the contract has been awarded.