



**Solicitation Information
April 7, 2017**

RFP# 7551538

TITLE: Mobile Web App Proposal

Submission Deadline: Friday May 5, 2017 @10:30 AM EST

PRE-BID/ PROPOSAL CONFERENCE: No

Questions concerning this solicitation must be received by the Division of Purchases at doa.purquestions9@purchasing.ri.gov no later than **Friday April 14, 2017 by 5:00PM EST**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the **RFP# 7551538** on all correspondence. Questions received, if any, will be posted on the Division of Purchases' website as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

BID SURETY BOND REQUIRED: No

PAYMENT AND PERFORMANCE BOND REQUIRED: No

Sharon Louro, Buyer I

Applicants must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Applicants:

Proposals received without the entire completed Rhode Island Vendor Information Program ("RIVIP") generated Bidder Certification Cover Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION COVER FORM

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SECTION 1. INTRODUCTION

The Rhode Island Department of Administration/Division of Purchases, on behalf of the University of Rhode Island Department of Program Administration/Rhode Island Sea Grant is soliciting proposals from qualified firms to provide development of a Mobile Web App, in accordance with the terms of this Request for Proposals (“RFP”) and the State’s General Conditions of Purchase, which may be obtained at the Division of Purchases’ website at www.purchasing.ri.gov.

The initial contract period will be 20 weeks from the award and issuance of the URI Purchase Order

This is a Request for Proposals, not a Request for Quotes. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to cost; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

Instructions and Notifications to Offerors

1. Potential vendors are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
2. Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this RFP will be rejected as being non-responsive.
3. All costs associated with developing or submitting a proposal in response to this RFP, or to provide oral or written clarification of its content shall be borne by the vendor. The State assumes no responsibility for these costs.
4. Proposals are considered to be irrevocable for a period of not less than 120 days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent. The State can opt to extend this term at its discretion.
5. All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
6. Proposals misdirected to other state locations, or which are otherwise not present in the Division of Purchases at the time of opening for any cause will be determined to be late and will not be considered. For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the Division of Purchases.

7. It is intended that an award pursuant to this RFP will be made to a prime vendor, or prime vendors in the various categories, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered. Subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal and the subcontractor(s) to be used is identified in the proposal.
8. All proposals should include the vendor's FEIN or Social Security number as evidenced by a W9, downloadable from the Division of Purchases' website at www.purchasing.ri.gov.
9. The purchase of services under an award made pursuant to this RFP will be contingent on the availability of funds.
10. Vendors are advised that all materials submitted to the State for consideration in response to this RFP may be considered to be public records as defined in R. I. Gen. Laws § 38-2-1, *et seq.* and may be released for inspection upon request once an award has been made.

Any information submitted to the State through this RFP that a vendor believes is trade secrets or commercial or financial information which is of a privileged or confidential nature should be clearly marked as such. The vendor should provide a brief explanation as to why each portion of information that is marked should be withheld from public disclosure. Vendors are advised that the State may release records marked confidential by a vendor upon a public records request if the State determines the marked information does not fall within the category of trade secrets or commercial or financial information which is of a privileged or confidential nature.

11. Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
12. Equal Employment Opportunity (R. I. Gen. Laws § 28-5.1-1, *et seq.*) – § 28-5.1-1 Declaration of policy – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies to all areas where State dollars are spent, in employment, public services, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via e-mail at Krystal.Waters@doa.ri.gov.

13. In accordance with R. I. Gen. Laws § 7-1.2-1, *et seq.*, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Department of State (401-222-3040). This is a requirement only of the successful vendor(s).
14. The vendor should be aware of the State's Minority Business Enterprise (MBE) requirements, which address the State's goal of ten percent (10%) participation by MBE's in all State procurements. For further information visit the website www.mbe.ri.gov

SECTION 2. BACKGROUND

Based on its success with the mobile web app shoreline-ri.com, Rhode Island Sea Grant is seeking proposals for a similar mobile web app to help users find coastal sites of historic interest. This project updates an existing map of coastal historic sites intended for use by boaters. This app will include sites reachable by land (e.g., by car) but also select sites that are reachable only by boat. The app includes approximately 105 sites.

SECTION 3: SCOPE OF WORK

General Scope of Work

Rhode Island Sea Grant seeks to develop a highly functioning, multipurpose, reliable, web app to aid visitors and residents in identifying historic shoreline locations throughout the state and navigating to them, whether by car, bicycle, bus, on foot, or by boat.

We require the app to show the users' map position and nearby amenities, routable, GPS-based directions to facilities, and to include descriptions and photographs for each of the locations in the app's database.

We seek to offer additional functionality and simultaneously make our amenities more appealing, more attainable, and safer, for all who chose to use our app. In addition to the basic navigation and information about points-of-interest, the app should provide information pertinent to making the best use of the site.

Rhode Island Sea Grant will provide to the developer content (text) in a Microsoft Excel file, and photographs as separate .jpg files (identified by location) for development into a database-driven app. Content to be highlighted by anyone using the new app may include:

Whether a site is accessible only by boat

Restrooms

Trash receptacles

Parking

Handicap accessibility

Specific Activities / Tasks

To ensure a positive user experience, we seek a turn-key app for mobile browsers, supporting most modern platforms (recent as well as current versions of iPhone/iPad, Android, Mac/Windows, etc.). It should have a splash screen (if added to home screen), home page with buttons including map, list, help, and about section, for example.

Map and go-to sections must have routable directions using a custom travel network.

Lists and photos will be dynamic and sourced from Rhode Island Sea Grant. Users should be able to search for a listing of all sites, or by municipality (e.g., “Bristol”) to narrow results down Search results should be returned quickly (no more than 5 seconds from click to results at full bandwidth capacity).

A “Help” section is required and must be comprehensive and assist users in utilizing the app and communicating with Rhode Island Sea Grant regarding updates to sites listed. “About” may include developer and contributor credits per agreement(s).

The app shall meet the following minimum criteria:

- Visually appealing
- Provide simple user interface
- Load results within 5 seconds at full bandwidth capacity
- Show loading indicator when needed
- Show GPS position with accuracy (browsing device dependent)
- Track usage using Google analytics
- All photos will be optimized for web use/retina displays

The app must be standards compliant (HTML5 CSS3), so it will be useful and usable for many years to come.

Rhode Island Sea Grant must be provided access, and technical assistance, to be able to update data within the database – e.g., change a photo related to a site, change the description of a site, and add or remove sites.

Due to the complexity of this app and the need for a highly functioning and usable app that will reflect well on Rhode Island Sea Grant and serve its constituents, we require that the technical developer of the app have a minimum of 5 years of expertise in web coding and app development. The person must be available for in-

person discussion and testing of the app with Rhode Island Sea Grant staff at least twice during the development process. He or she must have demonstrable knowledge of the latest versions of JavaScript, JQuery, PHP, and HTML coding languages to develop the app for a MySQL Server that will work on Linux, OS X, iOP, and Windows operating systems to be useful to the broadest range of users possible. He or she must have the demonstrable ability to utilize Coda, Dreamweaver, Adobe Creative Design Suite (InDesign, Photoshop, Illustrator, Content Manager, Muse, and Flash Professional), and various web-based APIs (e.g., Google, forecast.io) in the development of this project.

Since this app is designed for use primarily by the public engaged in outdoor recreation, and given that many of the sites included are non-traditional historic sites (e.g., hard-to-find paths to a former homestead), and since the development team will be selecting and editing site photos and incorporating them into the app (see below), it is essential that the development team be headed up by a project manager who has a demonstrable and in-depth knowledge of Rhode Island. Since the app will also function as a guide for in-state and out-of-state tourists, it is beneficial that the project manager and/or technical developer have experience in the hospitality/tourism industry, and/or experience developing tourism apps/websites/guides. The project manager/developer should also have expertise in marketing communications to ensure the app will be broadly marketable, appealing, and usable, and function for the end user as intended. The project manager must be available for a minimum of two in-person meetings with Rhode Island Sea Grant staff during the development process for testing and/or refinement of the app.

The project manager, technical developer, and/or other staff will be required to edit provided photos to fit the parameters of the app and optimize for viewing on web/mobile devices/retina displays.

Schedule:

- Upon awarding of the bid, Rhode Island Sea Grant will deliver all electronic data and photographs to the successful bidder within 5 business days.
- Database build and development: 4 weeks
- User interface build, development, and internal testing/fixes: 6-8 weeks
- Initial presentation to Rhode Island Sea Grant
- Review of presentation, adjustments, continued testing/fixes: 3-4 weeks
- Second presentation to Rhode Island Sea Grant
- Final adjustments/texting/fixes: 2-3 weeks
- Launch
- Please include 40 hours of time for post-launch adjustments/fixes/technical assistance

SECTION 4: TECHNICAL PROPOSAL

Narrative and format: The separate technical proposal should address specifically each of the required elements:

1. Executive Summary – The executive summary is intended to highlight the contents of the Technical Proposal and to provide evaluators with a broad understanding of the offeror’s technical approach and ability.
2. Capability, Capacity, and Qualifications of the Offeror –This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities and concentration of effort which apply to each (as well as resumes, curricula vitae or statements of prior experience and qualification).
3. Work plan/Approach Proposed –This section shall describe the offeror’s understanding of the State/University’s requirement, including the result(s) intended and desired, the approach shall discuss and justify the approach proposed to be taken for each task, and the technical issues that will or maybe confronted at each stage on the project. The work plan description shall include a detailed proposed project schedule (by task and subtask), a list of tasks, activities, and/or milestones that will be employed to administer the project, the assignment of staff members and concentration of effort for each, and the attributable deliverables for each and will identify and describe what type of tutor training methodology will be utilized in the program.
4. Previous Experience and Background, including the following information:
 - i. A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects, with access provided to the apps developed;
 - ii. A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position
 - iii. A list of references, including contact information, of previous clients with similar projects

SECTION 5: COST PROPOSAL

A separate, signed and sealed, Cost Proposal reflecting a lump sum fixed fee for the development and implementation of the turn-key web app.

Price response should include all costs for items in this RFP (development, implementation, presentations, adjustments, etc.)

SECTION 6: EVALUATION AND SELECTION

Proposals will be reviewed by a Technical Review Committee comprised of staff from state agencies.

To advance to the Cost Evaluation phase, the Technical Proposal must receive a minimum of 60 (85.7%) out of a maximum of 70 technical points. Any technical proposals scoring less than 60 points will not have the cost component opened and evaluated. The proposal will be dropped from further consideration.

Proposals scoring 60 technical points or higher will be evaluated for cost and assigned up to a maximum of 30 points in cost category, bringing the potential maximum score to 100 points.

The State reserves the right to select the individual(s) or firm (“vendor”) that it deems to be in the State’s best interest to accomplish the project as specified herein; and conversely, reserves the right to cancel the solicitation in its entirety.

Proposals will be reviewed and scored based upon the following criteria:

Criteria	Possible Points
Previous Experience and Background	18 Points
Capability, Capacity, and Qualifications of the Offeror	18 Points
Work plan/Approach Proposed	18 Points
Executive Summary	16 Points
Total Possible Technical Points	70 Points
Cost calculated as lowest responsive cost proposal divided by (this cost proposal) times 30 points *	30 Points
Total Possible Points	100 Points

*The Low Vendor will receive one hundred percent (100%) of the available points for cost. All other Vendors will be awarded cost points based upon the following formula:

(low bid / vendors bid) * available points

For example: If the low Vendor (Vendor A) bids \$65,000 and Vendor B bids \$100,000 for monthly cost and service fee and the total points available are Thirty (30), vendor B's cost points are calculated as follows:

$$\$65,000 / \$100,000 * 30 = 19.5$$

Points will be assigned based on the offeror's clear demonstration of his/her abilities to complete the work, apply appropriate methods to complete the work, create innovative solutions and quality of past performance in similar projects.

Applicants may be required to submit additional written information or be asked to make an oral presentation before the technical review committee to clarify statements made in their proposal.

SECTION 7. QUESTIONS AND PROPOSAL SUBMISSION

Questions concerning this solicitation must be e-mailed to the Division of Purchases at doa.purquestions9@purchasing.ri.gov no later than the date and time indicated on page one of this solicitation. **No other contact with State parties is permitted.** Please reference **RFP # 7551538** on all correspondence. Questions should be submitted in writing in a Microsoft Word attachment in a narrative format with no tables. Answers to questions received, if any, will be posted on the Division of Purchases' website as an addendum to this solicitation. It is the

responsibility of all interested parties to monitor the Division of Purchases website for any procurement related postings such as addenda. If technical assistance is required, call the Help Desk at (401) 574-8100.

Interested offerors must submit proposals to provide the services covered by this Request on or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases shall not be accepted.

Responses should be mailed or hand-delivered in a sealed envelope marked “**RFP# 7551538**” to:

RI Dept. of Administration
Division of Purchases, 2nd floor
One Capitol Hill
Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time shall not be accepted. Proposals misdirected to other State locations or those not presented to the Division of Purchases by the scheduled due date and time shall be determined to be late and shall not be accepted. Proposals faxed, or emailed, to the Division of Purchases shall not be accepted. The official time clock is in the reception area of the Division of Purchases.

SECTION 8. PROPOSAL CONTENTS

A. *Proposals shall include the following:*

1. One completed and signed RIVIP generated **Bidder Certification Cover Form** (included in the original copy only) downloaded from the RI Division of website at www.purchasing.ri.gov. Do not include any copies in the Technical or Cost proposals.
2. One completed and signed **Rhode Island W-9** (included in the original copy only) downloaded from the RI Division of Purchases website at <http://www.purchasing.ri.gov/rivip/publicdocuments/fw9.pdf> . Do not include any copies in the Technical or Cost proposals.
3. **A Separate Technical Proposal** – As outlined in Sections 3 and 4
 - a. One (1) Electronic copy on a CD-R, marked “Technical Proposal - Original”.
 - b. One (1) printed Paper copy, marked “Technical Proposal -Original” and signed.
 - c. Four (4) printed Paper copies
4. **A separate, signed and sealed Cost Proposal** – A separate, signed and sealed Cost Proposal reflecting a lump sum fixed fee for the development and implementation of the turn-key web app

- a. One (1) Electronic copy on a CD-R, marked “Cost Proposal -Original”.
- b. One (1) printed Paper copy, marked “Cost Proposal -Original” and signed.
- c. Four (4) printed Paper copies

B. Formatting of Proposal Response Contents shall consist of the following:

1. Formatting of CD-Rs – Separate CD-Rs are required for the Technical Proposal and Cost Proposal. All CD-Rs submitted must be labeled with:

- a. Vendor’s name
- b. RFP #
- c. RFP Title
- d. Proposal Type (e.g., Technical Proposal or Cost Proposal)
- e. If file sizes require more than one CD-R, multiple CD-Rs are acceptable. Each CD-R must include the above labeling and additional labeling of how many CD-Rs should be accounted for (e.g., 3 CD-Rs are submitted for a technical proposal and each CD-R should have additional label of ‘1 of 3’ on first CD-R, ‘2 of 3’ on second CD-R, ‘3 of 3’ on third CD-R).

Vendors are responsible for testing their CD-Rs before submission as the State’s inability to read your CD-Rs may be grounds for rejection of a Vendor’s proposal. All files should be readable and readily accessible on the CD-Rs submitted with no instructions to download files from any external resource(s). If a file is partial, corrupt or unreadable, the State may consider it “non-responsive”. USB Drives or any other electronic media shall not be accepted. Please note that CD-Rs submitted, shall not be returned.

2. Formatting of written documents and printed copies:

- a. For clarity, the Technical Proposal shall be typed. These documents shall be single-spaced with 1” margins on white 8.5”x 11” paper using a font of 12 point Calibri or 12 point Times New Roman.
- b. All pages on the Technical Proposal are to be sequentially numbered in the footer, starting with number 1 on the first page of the narrative (this does not include the cover page or table of contents) through to the end, including all forms and attachments. The Vendor’s name should appear on every page, including attachments. Each attachment should be referenced appropriately within the proposal section and the attachment title should reference the proposal section it is applicable to.
- c. The Cost Proposal shall reflecting a lump sum fixed fee for the development and implementation of the turn-key web app
- d. Printed copies are to be only bound with removable binder clips.

SECTION 9. CONCLUDING STATEMENTS

Notwithstanding the above, the State reserves the right to award on the basis of cost alone, to accept or reject any or all proposals, and to award in its best interest.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The State may, at its sole option, elect to require presentation(s) by offerors clearly in consideration for award.

If a Vendor is selected for an award, no work is to commence until a Purchase Order is issued.

The State's General Conditions of Purchase contain the specific contract terms, stipulations and affirmations to be utilized for the contract awarded to the RFP. The State's General Conditions of Purchases/General Terms and Conditions can be found at the following URL: <https://www.purchasing.ri.gov/RIVIP/publicdocuments/ATTA.pdf>.