

**OHIO ATTORNEY GENERAL'S OFFICE
REQUEST FOR PROPOSALS**

WEBSITE DESIGN, DEVELOPMENT & IMPLEMENTATION

RFP NUMBER: AGO/ITS-0102

Sealed Proposals must be received by:

**Ohio Attorney General's Office
Information Technology Services
Gus.Maragos@OhioAttorneyGeneral.gov**

On or before:

January 6, 2012 at 2:00 PM local time

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SECTION 1.0 RFP OVERVIEW

1.1 Purpose

This Request for Proposals (“RFP”) is issued by Ohio Attorney General Mike DeWine’s office (“AGO”) to solicit fixed price proposals from qualified individuals or organizations to develop a state of the art web site with a vibrant user interface focused on ease of use and customer service. Work to be performed will include, but may not be limited to: requirement definition, design, development, testing, implementation, documentation, and knowledge transfer.

1.2 Mission of the Ohio Attorney General’s Office

The mission of the Ohio Attorney General is to protect Ohio families and represent all State agencies, boards, commissions, and institutions. This very important work is accomplished through numerous programs and services that provide justice, root out public wrong doing, and uphold the law. These programs and services are supported by internal staff with various roles and responsibilities and in many cases require very specific skills. One important service utilized as a conduit by the Attorney General to help educate and inform Ohio citizens of the programs and services available to them is the Ohio Attorney General’s public web site, www.ohioattorneygeneral.gov.

1.3 Timetable

RFP Release	December 9, 2011
Inquiry Period	December 12, 2011 through December 28, 2011
Deadline to Submit Proposals	January 6, 2012 by 2:00 PM local time
Proposal Review	January 6, 2012 through February 3, 2012
Applicant Presentations, if any	January 16, 2012 through January 27, 2012
Proposed Contract Award	February 27, 2012
Contract Period	Until June 30, 2012; and renewable at the AGO’s discretion for up to one year (through June 30, 2013)

The AGO may, at any time and in its sole discretion, adjust the dates listed above. Finalists may, at the option of the AGO, be invited to present their proposals in person. The AGO shall incorporate any schedule changes or other amendments to the RFP according to the process identified in Section 2.2, Communications and Inquiries.

While the RFP dates are subject to change, Applicants must be prepared to meet them as they currently stand. **Any failure to meet a deadline or make any objection to the dates for**

Contract performance may result in the AGO, in its sole discretion, refusing to consider the Applicant's Proposal.

The AGO may, at any time and in its sole discretion, request additional information to assist in the review process, reissue the RFP requiring new Proposals from interested parties, or reject all Proposals if it determines that it is in the AGO's best interests to do so.

SECTION 2.0 SUBMISSIONS AND INQUIRIES

Proposals are sought from organizations with an interest and expertise in all aspects of website design, development, and implementations. ***In particular, the Attorney General seeks organizations with extensive knowledge and experience implementing web sites that employ interactive/rich media, splash page technology, vivid graphics, streaming video, animation, and real-time ticker updates.***

To be considered, individuals and organizations must respond to this RFP and clearly demonstrate how they meet the requirements stated herein. If selected, your relationship to the Attorney General will be defined by contract, and neither you nor your company's staff will be considered to be employees of the Attorney General or any State client. You will be considered to be an independent contractor subject to the rules, regulations and laws of the State of Ohio.

As an Attorney General vendor, you and your staff must familiarize yourself with the ethics statutes governing state employees and appointees, including those concerning employment of former government employees, gifts and lobbying. You must make sure that all financial obligations you have to the State of Ohio are promptly paid and resolved. Applicants shall read all conditions set forth in this RFP for a full understanding of the RFP requirements.

2.1 Proposal Submission

All submissions must be sent in pdf format via electronic mail to:
Gus.Maragos@OhioAttorneyGeneral.gov

Submissions must be received no later than 2:00 p.m. local time on Friday, January 6, 2012. Any submissions received in hard copy or by facsimile will be rejected as nonresponsive.

An individual who is authorized to bind the Applicant to the provisions of the Proposal must sign the original Proposal prior to submission. Proposal responses must address all requirements of this RFP.

Proposals must be received at the above listed email address by the appointed time to be considered. **Proposals received after 2:00 p.m. local time on January 6, 2012 shall be considered late and shall not be accepted or considered. Requests for extensions of the deadline date and time shall not be granted.** Late Proposals will remain unopened and will not be returned. Incomplete Proposals will not be accepted or considered and will not be returned. The AGO will reject late responses regardless of the cause for the delay.

It is essential that Applicants carefully review all elements in their Proposals. Once submitted, Proposals cannot be altered, except as allowed by this RFP. The AGO may also reject any Proposal that it believes is not in its interests to accept and may decide not to do business with any of the Applicants responding to this RFP. Moreover, the AGO may decide to cancel this RFP for any reason, or issue another RFP, if it is in its best interests to do so.

The AGO shall not be liable for any costs incurred by an Applicant in responding to this RFP, including any expenses associated with a presentation at the Attorney General's offices in Columbus, Ohio; regardless of whether the AGO awards any Contract(s) through this process, decides to cancel this RFP for any reason, or issues another RFP, if it is in its best interests to do so.

The AGO is not responsible for the accuracy of any information regarding this RFP that was gathered through a source different from the inquiry process described in the RFP.

The AGO prohibits multiple Proposals from a single Applicant. Only the first proposal submitted by an Applicant will be eligible for consideration.

2.2 Communication and Inquiries

From the date of release of this RFP until an Applicant is selected and a Contract executed, Applicants shall not communicate with any AGO staff and/or reviewer concerning this RFP, except by the methods described herein. The AGO may, in its sole discretion, reject the Proposal of an Applicant who attempts unauthorized communications with any member of the AGO staff.

Upon release of this RFP, Applicants may submit questions regarding the RFP in writing and via email to Gus.Maragos@ohioattorneygeneral.gov with the subject line: "RFP Inquiry." The questions and answers may be forwarded to all Applicants and/or posted to the Attorney General's web site. After December 28, 2011, Applicants may not communicate any further questions regarding the RFP to the AGO.

The AGO reserves the right to clarify or modify the RFP through the issuance of written Amendments. Such Amendments may set forth changes, including, but not limited to, modifications, additions to, or deletions of, any of the requirements and specifications set forth in the RFP. Copies of such Amendments shall be provided to all parties who have submitted an intent to bid notification via email to Gus Maragos at Gus.Maragos@OhioAttorneyGeneral.gov, not later than December 29, 2011.

Nothing in this RFP or any communication between the AGO and any respondent shall be deemed to grant any respondent an awarded Contract. Appointment as a web designer and developer shall only become effective upon execution of a written contract and the established procedures of the Attorney General.

2.3 Public Record Information

The AGO is subject to the requirements of the Ohio Public Records Law, O.R.C. Section 149.43. Accordingly, Applicants understand that information and other materials submitted in response to this RFP or in connection with any Contract as a result of this RFP may be subject to disclosure as a public record, except to the extent the materials are protected from disclosure by applicable state and/or federal laws.

If, after a request for disclosure, litigation is brought attempting to compel production of the material or to protect the materials from production, Applicant shall be solely responsible, at its costs, for establishing the basis for non-disclosure of the information. If an appropriate tribunal determines that the information must be disclosed or fails to protect the information from disclosure, the AGO will release the material and Applicant shall indemnify and hold the AGO harmless and immune from any and all claims for injury or damages arising out of the litigation including, but not limited to, attorneys' fees.

SECTION 3.0 FORMAT AND REQUIREMENTS

3.1 Proposal Format

Proposals must be double-spaced on 8½-inch by 11-inch paper with one-inch margins, and must include the RFP identification number on each page of the Proposal. Proposals are to be converted to pdf format and submitted via email to the address above.

3.2 Cover Letter

A cover letter is required with every Proposal submission. The letter, not to exceed two pages, shall be in the form of a standard business letter, on company letterhead. It should contain the name, telephone number, mailing address, fax number and email address of a contact person with authority to answer questions regarding the Proposal and an individual to be notified regarding contractual issues, should that person be different from the person with authority to answer questions regarding the Proposal. The letter should clearly communicate the Applicant's knowledge, experience and ability to perform the work requested in the RFP. The cover letter shall also state that the Applicant will undertake the project stated in the Proposal and the total cost of that project as submitted. Finally, the letter shall affirm that all statements made in the cover letter and Proposal are true and accurate. The letter shall be signed by an individual authorized to legally bind the Applicant.

3.3 Proposal Content

Proposals are to be prepared in such a way as to provide a straightforward, concise description of Applicant's capabilities to satisfy the requirements of this RFP. Emphasis should be on conformance to the RFP instructions, responsiveness to the RFP requirements, completeness and clarity of content. Costs for developing Proposals are entirely the responsibility of the Applicant and shall not be chargeable to the AGO and/or the State of Ohio. Errors or omissions may cause

rejection of the Proposal. Proposals from Applicants must agree to all conditions contained in this RFP and must provide sufficient information to fully establish the Applicant's ability to satisfy all requirements and perform all of the actions, activities and functions described in this RFP. Ohio based companies holding a current State Term Schedule (STS) are encouraged to respond.

Minimum Qualifications of Applicants:

- Ohio based company; State Term Schedule (STS) vendors preferred.
- Five years' experience with the System Development Life Cycle (SDLC) related to web site design, development and implementation.
- Working knowledge and experience with Kentico CMS for ASP.NET.
- Working knowledge and experience with state of the art graphical web design and front end development for SQL Server 2008.

The Proposal shall contain at least the following information:

- A cover letter addressing the information described in Section 3.2.
- A summary and statement of understanding of the Scope of Work described in Section 4.0.
- A technical response demonstrating how the Applicant meets the criteria set forth in this RFP.
- The Applicant's proposed approach/methodology for conducting knowledge transfer to the Attorney General's ITS staff.
- A summary of all documentation that will be delivered to the Attorney General's ITS section during the project.
- A high-level project plan including, but not limited to, the following: Requirements definition, design, development, testing, and production implementation.
- A summary of how the Applicant will report project status.
- Table of Contents
- Three references (able to be checked) for which the Applicant successfully completed projects of similar size and scope. Each reference must include at least the following:
 - a. Organization name
 - b. Organization contact person's email address and telephone number
 - c. Organization's web site URL
 - d. Project timeline (requirements through production implementation)
- Proposed personnel list, to include title along with roles and responsibilities.
- Cost proposal

The Proposal shall not contain any legal terms or conditions of any Contract arising out of the RFP. Pursuant to Section 7.1, Applicant Warranties and Certifications, any Contract arising out of the RFP shall be in a form provided by the AGO and the Applicant shall negotiate such Contract in good faith.

SECTION 4.0 SCOPE OF WORK

4.1 Scope of Work

All work performed on this project will be in compliance with Attorney General policies, procedures, technology standards, and using industry standard best practices. The successful individual or organization must demonstrate to the Ohio Attorney General's satisfaction that they can meet the objectives of this RFP at a reasonable cost.

Note: The final scope of work may change at the time of selection, and any changes will be incorporated into the final contract.

4.2 Project Specifics

1. Establish a working relationship with the AGO, particularly the ITS section, for the purpose of integrating the various professional sections of the office, including but not limited to: Administration, Law Enforcement, Consumer Rights, Crime Victims, and Antitrust as part of the new web site design.
2. Provide a sample project plan including but not limited to the following:
 - a. Requirement Phase
 - b. Design Phase
 - c. Development Phase
 - d. Testing (multiple phases)
 - e. Implementation (Full Production System) Phase
3. Prepare status reports and communicate the status at regular, agreed-upon intervals throughout the project.
4. Replace (complete and full implementation) an existing web site with a new web site having state of the art design and functionality.
5. Integrate the various lines of business of the Attorney General as part of the web site design and full implementation while ensuring all the specific requirements of each individual section are met.
6. Incorporate social networking (e.g., Facebook and Twitter) as part of the design, functionality, and complete implementation of the web site.
7. Optimize the web site by enabling delivery of a streamlined version to mobile devices.
8. Utilize Quick Response (QR) code technology to enhance services to mobile devices.
9. Utilize graphic design with an emphasis on visual communication and color combinations intended to increase customer service, usability, and satisfaction.

10. Maintain customer-focused design and workflow, making the site inviting, easy to navigate, intuitive, and presenting an atmosphere that encourages visitors to return.
11. Build and implement a web site compatible with multiple browsers.
12. Demonstrate exceptional skill in business analysis.
13. Demonstrate strong oral and written communication skills.
14. Demonstrate an ability to work with both technical and nontechnical staff.
15. Work in collaboration with the Attorney General's Project Management Office, AGO project manager, and other ITS staff assigned to the project.
16. Demonstrate knowledge of the public sector with proven and successful implementations.
17. Develop technical documentation and conduct knowledge transfer.

SECTION 5.0 EVALUATION

5.1 Evaluation Process

A selection committee will evaluate the Proposal responses for this RFP. The selection committee reserves the right to reject in whole or in part, at any time during the process, any or all such responses received.

The award of a Contract hereunder, if any, will be with one or more Applicants whose Proposal response(s) best meets the AGO's interests and needs based upon the evaluation criteria set forth below.

Each Proposal will be evaluated on the ability of the Applicant to deliver the services set forth in the RFP. The Applicant will be evaluated on at least the following:

- Completeness of the Proposal and how well it addresses all of the requirements set forth in the RFP.
- Previous experience in all aspects of web site design, development, and complete implementation.
- Proposed design, development, and implementation methodology.
- Information obtained from references provided by Applicant.
- Credentials of proposed personnel.
- Quality of knowledge transfer methodology.
- Reasonableness of proposed costs.

During the Proposal review process, the selection committee may, in its sole discretion, require some Applicants to make a presentation about their Proposal and/or demonstrate their products or services to certain AGO staff and members of the selection committee. The presentations and

demonstrations, if any, will be scheduled between January 16, 2012 and January 27, 2012, at the convenience and discretion of the selection committee.

The AGO reserves the right to conduct negotiations with one or more Applicants during the Proposal review process. Applicants may negotiate only the specific aspects of the RFP that the AGO, in its sole discretion, selects for negotiation. The AGO may determine, during negotiations, that it is no longer reasonably likely for an Applicant to be awarded a Contract under this RFP. If the AGO makes this determination, the AGO will notify the Applicant in writing of its determination to terminate negotiations. The AGO may re-evaluate which of the remaining Applicants are reasonably likely to be awarded a Contract under this RFP and begin negotiations with a new Applicant and/or continue negotiations with other Applicants. Applicants shall not submit a Proposal assuming that there will be an opportunity to negotiate.

5.2 Method of Award

The AGO may award and sign the Contract(s) with one (1), or more, Applicant(s) for a period of up to a maximum of seventeen (17) months, beginning no earlier than February 6, 2012 and expiring no later than June 30, 2013. The initial term of the Contract(s) shall begin no earlier than February 6, 2012 and shall expire no later than June 30, 2012. The Contract(s) shall also include optional renewal term(s) that shall expire no later than June 30, 2013. The Contract(s) beginning and expiration dates and the option(s) to renew shall be in the AGO's sole discretion. No award hereunder is effective until approved and fully executed by the AGO.

Any Contract awarded pursuant to this RFP shall be subject to O.R.C. Section 126.07. Accordingly, no rights, duties, or obligations under such a Contract shall be binding on the AGO until such time as all necessary funds are available or encumbered and, when required, such expenditure of funds is approved by the Controlling Board of the State of Ohio.

Any Applicant that may be awarded a Contract under this RFP must sign and return a Contract within ten days after receipt of the Contract for the Applicant's signature. If the Contract is not returned as stated, it will be just cause for annulment of the award.

SECTION 6.0 WARRANTIES AND CERTIFICATIONS

6.1 Applicant Warranties and Certifications

By submitting a Proposal, the Applicant warrants and certifies that it:

- Is eligible for award of a Contract by the AGO, pursuant to O.R.C. Sections 9.24, 125.11, 125.25, 2909.33, 3517.13 and the Governor's Executive Order No. 2011-12K.
- Has read the RFP, understands it, and agrees to be bound by its requirements.
- If awarded a Contract arising out of this RFP, shall negotiate such Contract in good faith, which Contract shall be in a form provided by the AGO.
- Has not included any legal terms or conditions for the Contract in its Proposal.