Request for Proposal (RFP)

Requirements Section

Prevention Services Division - Nutrition Services Branch

Colorado Nutrition Services
Mobile Application Services for WIC Participants
RFP # 2017000065.

September 27, 2016
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I. BACKGROUND AND OVERVIEW

A. Background

The purpose of this Request for Proposal (RFP) is to acquire a mobile application that will assist WIC Electronic Benefit Transfer (eWIC) cardholders with their shopping activities when selecting and purchasing food benefits issued by the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) in the Nutrition Services Branch (NSB) within the Prevention Services Division at the Colorado Department of Public Health and Environment (CDPHE).

The CDPHE Purchasing and Contracts Unit (PCU) is issuing this RFP on behalf of the WIC program. CDPHE retains the right to accept or reject any or all proposals if the PCU determines that it is in the best interest of the State.

The WIC program is a federally-funded program that provides nutrition education, breastfeeding support, healthy food, health referrals and other services free of charge to Colorado families who qualify. The State’s WIC program serves an average of approximately 86,000 participants monthly and administers the program via grants to 38 local health agencies within Colorado. Currently the WIC program is transitioning from a system that issues benefits on paper Food Instruments (FIs) to a system that issues a plastic eWIC card to WIC participants so that they can access and redeem their food benefits electronically. eWIC provides a much better in lane shopping experience for WIC participants. The WIC program wants to further enhance the shopping experience by providing information and services delivered by a mobile application.

B. Project Overview

At a minimum the mobile application will have the following core features:

1. The eWIC system uses an Approved Product List (APL) that is downloaded to the grocery stores’ Point of Sale systems (POS). This list contains the food items that are WIC approved for purchase with WIC funds. The mobile application will utilize this same APL so that WIC shoppers can identify WIC approved items real time throughout the store by scanning the food item Universal Product Code (UPC) or Price Look Up code (PLU).

2. The CO WIC program provides a paper brochure called the Allowable Food List (AFL) to help guide the WIC cardholder with their shopping experience. The mobile application will provide a mobile friendly electronic version of this brochure.

3. The CO WIC program has agreements with about 450 vendors (grocery stores). The mobile application shall allow the WIC participant to map and get directions to store locations.

4. The WIC program has approximately 100 clinic locations throughout the state. The mobile application shall allow WIC participants to map and get directions to WIC clinics locations.

5. The mobile application shall provide access to shopping tips and conversion charts (for example, 0.25 gallon of milk = 1 quart of milk).

In addition to these required core features the WIC program is interested in additional optional features that we may elect to purchase during the contract period. Required and optional additional features are listed in the requirements section of this RFP. The proposal must include...
pricing for all of these features in the cost proposal table provided as Addendum A. Offerors are encouraged to provide information about miscellaneous additional features that have not been identified in this RFP but that are included in the Offeror’s mobile application service and are pertinent to WIC program operations.

C. Eligibility

1. Experience and Qualifications:

The Offeror shall have demonstrated successful experience in designing, developing, testing, implementing mobile applications and providing ongoing mobile application services at documented performance service level agreements for end user populations of 50,000 + families.

**Applicant must demonstrate:**

i. Minimum 5 years of experience in mobile application development and services.

ii. Experience collaborating with, and incorporating feedback from, a number of subject matter expert staff members to define requirements and design.

iii. The organizational infrastructure and experience to support the successful completion of the requirements listed as well as the deliverables listed in the Statement of Work provided in Section III.

II. PROJECT BUDGET, TIMELINE AND LIFE OF PROJECT

A. Project Budget

Annual budget will be based on contractor’s submission.

Maximum amount of contract for the WIC program will not exceed $300,000 for five years.

B. Award Period (Life of Project)

The anticipated award period is from November 15, 2016 to June 30, 2017.

The term of the awarded contract shall be upon completion of the fully executed contract to June 30, 2017. The award will be made to a single Offeror. The contract may be renewed for up to four (4) additional one-year (twelve (12) consecutive months) periods, at the sole discretion of the State, contingent upon contractual requirements being satisfied and funds being appropriated, budgeted, and otherwise made available.

Core required features to be implemented within 3 months of contract execution. The additional optional features are to be implemented within 6 months of contract execution or as agreed to by CDPHE and the successful Offeror. At the sole discretion of the State, CDPHE may modify the dates of the contract.

III. PROJECT PURPOSE AND SCOPE OF WORK

A. Project Purpose:

The Offeror shall design, develop, implement and maintain a mobile application for the Colorado WIC program that provides tools, information and services to assist WIC participants with their shopping experience and other WIC activities. The WIC Program will provide the necessary information via files pushed to the Offeror’s FTP site.

B. Project Artifacts:
1. Offerors shall submit a project plan and project schedule that describes how the Offeror will deliver services, based on the requirements listed below.

2. Offerors shall submit proposed service levels for the application performance, availability, scalability and reliability.

3. The Offeror shall submit a copy of its data security plan to ensure security of client information, data and messages. The security plan shall include information about how the Offeror will maintain security of participant data and messages as well as the contingency plan for ensuring messages are sent in the event of an emergency situation.

C. Core Requirements:

1. The mobile application shall be downloadable to mobile devices operating with the Android and iOS operating systems.

2. Download APL nightly via FTP.

3. Import WIC authorized vendor information including name, GIS location, address, phone number and store hours via WIC provided file via FTP.

4. Import WIC clinic names, GIS location, address, phone number, website, email and operating hours via WIC provided file via FTP.

5. Design a mobile friendly format Allowable Food List and make available on the mobile application.

6. Scan product UPC/PLU and display if on the APL.

7. Locate and display nearby WIC authorized grocery stores by zipcode entry or GIS location.

8. Locate and display nearby WIC clinics by zipcode entry or GIS location.

9. Offeror shall maintain security of participant Personal Indentifying Information (PII) if PII is interchanged between CDPHE or its agents to offeror.

10. End User selects English language or Spanish language version of application for download.

11. The Offeror shall submit monthly reports that include mobile application performance and usage metrics.

D. Optional Requirements:

1. Electronic Benefit Account (EBA) Feature

An EBA is account data maintained on the WIC EBT host. The EBA is linked to an account on the WIC Management Information System (MIS). An EBA ties together all of the various data elements required to enable eWIC for a WIC account, such as benefit information, card data and transaction history. The EBA is updated when card information is changed, such as when a card is replaced or food benefits are redeemed at a WIC authorized vendor.

a. The mobile application upon cardholder’s request shall get the food benefit balance for current and future months from the cardholder’s EBA and display cardholders’ food benefit balance for current and future months by category/subcategory using APL designations.
b. Accept and verify personalized user credentials to access cardholder’s EBA information.

c. Provide and display confirmation of scanned items on cardholder EBA.

d. Display current quantities allowed/available.

e. Display remaining cash value voucher (CVV) amount.

2. User Information/Messaging
   a. For cardholders to receive tailored messages (benefit issuance information, etc....) and links to documents for download based on their information (e.g., recipe books, simple brochures, etc....) the mobile application shall provide links to documents for download.

   b. Language Support - The applications is available in the following languages:

      i.  Provide application in Arabic
      ii. Provide application in Nepali
      iii. Provide application in Somali
      iv.  Provide application in Burmese

3. Web and Mobile Application Development - Potential future enhancements to the current application.
   a. Provide a design, development and implementation services to be determined as needed and negotiated in future contract amendments.

IV. HOW TO RESPOND
Responses must be submitted as described in Appendix B Request for Proposal (RFP): Administrative Information, as well as follow the requirements specified in this section.
NOTE: Proposals that fail to follow ALL of the requirements may not be considered.

A. Requirements Documentation

   All proposals must include the following:

1. Request for Proposal Cover Sheet & Signature Page
   A completed and signed form must be submitted with the response.

2. Application Executive Summary
   Summarize why your firm is the best fit for this project. How can you help us achieve our outlined goals?

3. Summary of Experience/Qualifications
   a. Describe your firm’s relevant experience in leading the strategy, execution and analysis of a statewide market research project.
   b. Provide short biographies for the key team members to be assigned to this project, including name and titles of the core personnel, number of years of experience, related credentials, training, experience and any other competencies pertinent to this project.

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c. Provide an organizational chart.
d. Describe how your firm will approach this project to meet specified project goals outlined in the Statement of Work Table. Include the specific steps for each primary phase involved from planning to analysis.
e. Provide details of your quality assurance (QA) practices.
f. Please describe the key milestones expected for this project, based on the timeline.

B. Project Description

Submit a work plan that describes how the Offeror will carry out the project as defined in the RFP. Responses must address and clearly identify each of the deliverables in the order presented. The SOW Work Plan Table template is included as Exhibit B. Thoroughly describe the objective services sought (the work to be done).

1. Define the work to be completed including a description of all elements of the project.
2. If there are project activities listed in the scope of work that you would like to expand in scope, provide detail about those items in your response. Similarly, if there are activities listed that cannot be achieved as written, provide detail regarding these exceptions as well as the justification for their elimination.
3. List the actual results you expect to achieve by meeting the goals/activities.
4. List standards and requirements that will be used to establish quality and ensure the activities will provide the expected results. Often multiple sources of requirements exist/apply including Colorado Statute, Board of Health rules, and State/Federal/industry requirements.
5. List what will be measured to ensure the expected results of the activities have been achieved.
6. Enter each expected deliverable related to the objective and include a description of the party responsible for completion (if applicable) and the completion date(s). Deliverables are typically tangible objects produced as a result of the activities performed. They are “delivered” to the State as evidence of compliance (or not) with standards and requirements for performance and can be an indication of the progress made. Examples of deliverables may be reports, tracking logs, meeting minutes, copies of professional licenses, data entered, or some other element of a project.

C. Budget

This RFP will result in a “fixed-price” or “Not to Exceed” contract.

1. Costs are tied to services that meet or exceed the requirements and expected outcomes. This may include the expertise, and relevant experience of the Offeror that will enhance the success of the project and provide minimal risk or need for State resources.

2. The proposal must state the total fixed-price fee for performance of and completion of services that will become part of a contract between the State and awarded vendor. See attached budget template for completion.
3. Itemize costs as follows:
   a. Development costs for core requirements
   b. Development cost for optional requirements
   c. Ongoing costs for core requirements service delivery
   d. Ongoing costs for optional requirements service delivery
   e. Hourly rates for development costs for potential future enhancements to the application.

D. Samples of Work
   The Offeror shall submit mockups, wireframes or screen shots of the User Interface with a description of how a user interacts with the application.

E. Page Formatting Instructions
   Unnecessarily elaborate proposals are not desired. Indexes, tables of contents, lists of figures/tables, and glossary of terms will not be counted toward the overall page count. Allowance will be made for tabular or graphical presentations and screen prints, whether incorporated in the text of the technical description or attached as separate exhibits. Textual explanations of screen prints or graphic materials, standard commercial brochures or descriptions, or other standard product documentation that are attached in appendices or exhibits will not be counted against page limitation. However, evaluators cannot be expected to comprehend all material in exhibits whose content and relevance to the proposal description are not clearly integrated into the technical discussion.

CDPHE prefers the RFP be submitted using the following page formatting:
1. Proposal Font: Times New Roman
2. Proposal Font Size: 11-12 point
3. Proposal Spacing: Single spaced, 1” margins on all sides
4. Proposal Printing: Double sided printing preferred, but not required
5. Page Numbering: Number all pages at the bottom right corner of the page
6. Binding: Binder clips ONLY. Proposals may NOT be stapled, in three ring binders, or otherwise bound
7. Headings: The original headings for each and all sections of the response must be included.
8. Labeling Requirements: Each attachment should be labeled with the original label for the document, e.g., Scope of Work, Budget Template, etc.
9. Paper Type: The CDPHE encourages that proposals be submitted on recycled paper. While the appearance of proposals and professional presentation is important, the use of non-recyclable or non-recycled glossy paper is discouraged.

V. SELECTION AND EVALUATION:
   The technical aspects of proposals will be assessed based on the soundness of the Offeror’s approach and the Offeror’s understanding of the requirement. Past experience/qualifications will be assessed by considering the extent to which the qualifications, experience, and past performance are likely to foster successful, on-time performance. Technical and past experience assessments may include a judgment concerning the potential risk of unsuccessful or untimely performance, and the anticipated amount of State resources necessary to insure timely, successful performance. The State may use all information available regarding past

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performance as defined in C.R.S. §24-102-205 et.seq.

Awards will be made to a single Offeror. The award will be made to the bidder whose proposal conforms to the RFP and is determined to be most responsive, responsible and advantageous to the State of Colorado.

A. Evaluation Factors:

The evaluation factors, in decreasing order of importance are:

1. The technical content of the proposal, including:
   a. Does the organization describe the project, methods and implementation plan, including time-framed and measurable goals, objectives, and outcomes?
   b. Does the implementation plan match the deliverables as defined in the RFP?
   c. Was the response submitted on the requested templates and required supporting documents and attachments, etc.?
   d. Soundness of methods proposed to complete the project
      i. How well the proposed methods reflect an understanding of and compatibility with Colorado’s decentralized administrative structure, and
      ii. Required commitment of state personnel, including reasonableness to accomplish objectives, secondary impact to existing programs

2. Experience
   a. Offeror’s experience, qualifications and experience of key personnel assigned to this project will be evaluated including:
      i. The extent to which the qualifications, experience, and past performance are likely to foster successful, on-time performance
      ii. Each Offeror’s past performance will be reviewed as part of the State’s overall evaluation. This evaluation will take into account past performance information submitted as a part of such Offeror’s proposal; for example: information regarding predecessor companies, key personnel who have relevant experience, and subcontractors performing major or critical aspects of the service(s), if such information is relevant.
      iii. The State will consider the Offeror’s performance on past or current contracts with requirements similar to the State requirements for this contract. The State will consider information provided by the Offeror regarding any problems encountered on the identified contracts and any associated corrective actions.
      iv. Does the Offeror demonstrate the ability to complete this project and knowledge and experience providing the services proposed?
      v. Are the strengths of the organization, including historical accomplishments, experience with public health entities, public health and health care services described?
      vi. Does the response demonstrate sufficient understanding of the project?

3. Price
   Total proposed cost provided must be a total cost and not an estimate, and constitute the Offeror’s best and final offer.

4. Compliance with Terms
   i. The extent to which the Offeror agrees to Colorado’s basic contract
B. **Oral Presentations/Interviews (Optional only):**
   At the conclusion of the evaluation of responses, CDPHE may conduct oral presentations and/or interviews with Offerors at the discretion of CDPHE. Offerors will be notified via email to schedule interviews.

C. **Offeror Attachments and samples of work:**
   Offeror Attachment and samples of work will not be ranked but will be considered in the overall selection process. Failure to provide any information requested in the RFP may result in the disqualification of the submittal. This responsibility is that of the Offeror.

VI. **TEMPLATES AND RESOURCES**

A. **Templates**
   1. **Exhibit A**: Vendor Information Form and Confirmation of Offer Signature Page
      Complete all sections and submit as the cover page of the proposal.
   2. **Exhibit B**: Scope of Work - Work Plan Table Template
   3. **Exhibit C**: Budget Table

B. **Program Resources/Websites**

   This section contains CDPHE contractual documentation references. These documents are included for your reference as these will become part of the contract with CDPHE should you be awarded the contract. Information included in the General Provisions can be found as Appendix A. The terms of general provisions are non-negotiable.