



2017 REQUEST FOR PROPOSAL (RFP)

for

Digital Learning Platform, Mobile Application Development, Website Development & Universal Learning Licenses

RELEASE DATE: Friday, January 13, 2017

SUBMISSION DEADLINE: 12:00 p.m. (Noon) EST
Friday, January 27, 2017

Equal Opportunity/Affirmative Action Employer/Program
Auxiliary aids and services are available upon request to individuals with disabilities.

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INTRODUCTION

The WorkPlace, Southwestern Connecticut’s Workforce Development Board, is a private, not-for-profit 501(c)(3) corporation that coordinates job training, employment, and educational services in the Southwestern Connecticut region, which is composed of twenty (20) municipalities¹. It develops partnerships with local community leaders, elected officials, business, labor, and education leaders to create a competitive economic environment through workforce development.

The WorkPlace is soliciting competitive proposals from qualified organizations to **(1) design and launch a digital learning platform** for individuals living in the Southwestern Connecticut Service Delivery Area (SDA) – Bridgeport, Norwalk, Stamford and the Valley; **(2) design a mobile application**; **(3) develop, launch, maintain and host a website**; and **(4) provide universal learning licenses**. The purpose of this Request for Proposal (RFP) is to identify providers that can design and deliver innovative and comprehensive products that will result in our participants achieving academic and employment success.

SECTION I – GENERAL INFORMATION

A. Administrative Requirements

Selected bidders shall work cooperatively with The WorkPlace and its partners, including any Federal, State or Public/Private Foundations. They shall also comply with any guidelines concerning case management issued by The WorkPlace or its funders. Selected bidders shall submit monthly reports to The WorkPlace by the tenth (10th) day of the month for the previous month’s activities.

Selected bidders shall maintain the confidentiality of all information regarding participants and their families.

B. Estimated Available Funds

Funds available for the products and services described in this RFP will be allocated as follows:

Products/ Services	Allocation
Digital Learning Platform	Approximately \$2,000 per participant <i>(approximately 500 participants per year)</i>
Mobile Application Development	\$35,000
Website Development	\$40,000
Universal Learning Licenses	\$400,000

¹ Ansonia, Beacon Falls, Bridgeport, Darien, Derby, Easton, Fairfield, Greenwich, Monroe, New Canaan, Norwalk, Oxford, Seymour, Shelton, Stamford, Stratford, Trumbull, Westport, Weston and Wilton.

Bidders may apply to provide products and services in one, two, three or all four categories. Bidders proposing to serve more than one category must submit separate proposals for each category.

Bidders must submit detailed line item budget on the attached Budget Form (*see Attachment A*). Bidders proposing to serve all categories must submit a separate budget for each category of service.

Costs included must be actual costs incurred in delivering the proposed services and these funds cannot supplant funds already received by the proposing agency from other programs.

C. Period of Performance

With regards to the Digital Learning Platform, Mobile Application Development or Website Development, any contract awarded as a result of this RFP shall commence on March 1, 2017 and end on September 29, 2020. Contracts awarded as a result of this RFP require annual review and approval throughout this period.

With regards to the Universal Learning Licenses, any contract awarded as a result of this RFP shall commence on March 1, 2017 and end on June 30, 2018. Contracts awarded as a result of this RFP require annual review and approval throughout this period.

D. Target Population

Selected bidders shall design products to serve individuals referred by The WorkPlace following an eligibility determination. Individuals must satisfy specific program criteria and reside in the Southwestern Connecticut SDA.

E. Eligible Bidders

All public or private not-for-profit corporations, local education agencies, governmental units, public agencies, or private-for-profit corporations properly organized in accordance with State and Federal law and in business for at least one (1) year may submit a proposal for funding. Minority and women-owned and operated businesses are encouraged to submit a proposal.

Each bidder is advised that The WorkPlace shall hold the awardee responsible and accountable for effectively and efficiently managing and delivering the products and services described in this RFP.

F. Ineligible Bidders

An organization shall not be considered if it:

- It is currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation by an action of any governmental agency;
- It owes delinquent Federal and/or State taxes;

- It owes delinquent Unemployment Insurance taxes;
- It has existing contracts with any governmental entity that are suspended or otherwise not in good standing;
- It had previous contracts with any governmental entity terminated for cause;
- It has not complied with an official order of any government agency to repay disallowed costs incurred during its conduct of projects or services.

The WorkPlace, in its discretion, may determine there is good and just cause not to consider the proposal.

SECTION II – DIGITAL LEARNING PLATFORM

A. Description of Services Sought

The WorkPlace is seeking proposals for organizations to develop and launch an online learning community designed to improve digital literacy of participants, provide job readiness and technical skills, and offer a method of exploring healthcare employment opportunities.

The WorkPlace has identified the following essential components that must be included in the project design:

1. Digital Learning Devices

- a. Personal computers or tablets configured with a private, web-based community platform designed to provide participants with access to all training and activities
- b. Unlimited Internet access provided to participants, with web filtering
- c. Incentive of earning ownership of the computer/tablet upon participants' successful completion of the program

2. Digital Learning Activities

- a. Individualized training curriculum as well as remedial and career training. The curriculum shall address the following topics, at minimum, contextualized for healthcare professionals:
 - (i) Patient care
 - (ii) Workplace Ethics
 - (iii) Building Work Relationships
 - (iv) Essential Workplace Skills
 - (v) Communication Skills
 - (vi) Business Communications
 - (vii) Successful Job Search
 - (viii) Time Management
 - (ix) Microsoft Word
 - (x) Microsoft Excel
- b. Remediation and/or acceleration support resources, including student activities and lessons for mastering difficult concepts, etc.
- c. Materials and resources that develop higher-order thinking skills, including reasoning, problem-solving and critical thinking skills across multiple disciplines
- d. Student materials in multiple types of texts, including pictures, charts, maps, readings, etc.
- e. Career exploration, job placement assistance, and job retention assistance

- f. Curriculum planning feature for identifying specific goals or outcomes that support employability, and for tracking progress toward those goals
 - g. Personal portfolios
- 3. Communications**
- a. Social media integration
 - b. Discussion rooms utilizing participant-lead activities
- 4. Analytics and Program Tools**
- a. Up-to-date program analytics and live data, including:
 - (i) Detailed participation information, service tracking, and progress reporting
 - (ii) Automated workflow system customized to match program flow
 - (iii) Automated tracking of participant online Internet and offline computer usage
 - b. Consolidated case notes from mentors, service providers, technical support, case managers, and program managers
 - c. Automated mentor contact prioritization system based on participant activities (or lack of)
 - d. Training licenses for online curriculums
 - e. Trouble ticket system with escalation and aging to address program-related and technical issues
 - f. Partner/ service provider access to the digital learning materials and administrative system by roles
 - g. Automated service provider follow-up accessible through e-mail
- 5. Functionality**
- a. User-friendly design that engages participants and provides a consistent user experience
- 6. Technical Requirements**
- a. User accounts with identification and passwords
 - b. Secure protection of users' identity and information
 - c. Compatibility with multiple browsers
 - d. Content-bundling
 - e. Content management system that will allow non-technical staff to instantly update content on specific pages
 - f. Search capabilities using key words or phrasing that will identify content from throughout the website

7. Support

- a. Deliver orientation and training for staff and participants
- b. Software and virus protection
- c. Help-desk technical support for any and all technical issues related to the hardware and software utilized on the site.
- d. Routine maintenance and support

B. Proposal Narrative

All sections listed below are required and must be addressed in the proposal, following the instructions provided and answering all questions completely.

1. Organizational Experience and Capability (45 Points)

a. *Previous Experience and Qualifications*

- (i) Provide a profile of your organization and management, length of time in business, and core competencies/ areas of focus.
- (ii) Provide details of your organization's background and previous experience/ experience of key personnel in performing work similar in size and scope to the products and services solicited in this section of the RFP. Include information regarding populations served. Emphasize any experience your organization has in working with a broad range of customers, in terms of skills, education and barriers, and how other organizational experience relates to the services sought in this section of the RFP.
- (iii) Provide current reference information for three former or current clients. Include a brief description of the populations served, the services provided by your organization, and the outcomes that resulted. For prior experience with The WorkPlace, The WorkPlace's internal data will be used in discussions of previous experience.

b. *Financial Management*

- (i) Provide a line item budget and narrative that justifies each proposed expense included on the enclosed Budget Form (Attachment A) in terms of being necessary, allowable and reasonable. Show a detailed method of computation in each line's narrative.
- (ii) As part of the budget narrative, describe your experience and/or familiarity with OMB Circulars, specifically the new rules effective January 1, 2015.
- (iii) Provide details of your organization's cost allocation method, And your indirect cost rate plan as approved by your cognizant organization.
- (iv) Has your organization ever been judged to have disallowed costs?

c. **Management**

- (i) Please provide a compelling business case as to why your organization should be selected to design the product described in this section of the RFP.

2. Service Delivery (60 Points)

- a. Describe your ability to provide a successful, innovative, and high quality product to the population of participants indicated in this RFP.
- b. Describe, with specificity, the means and methods that will be used to develop the product described in this RFP. Include your design and any tools used in delivering your product. Identify innovative features in your design.
- c. Please discuss any hardware/software vendor partnerships required for this project.
- d. Please describe your testing and support plan as well as your customer support services.
- e. Provide an estimated time frame for completion of the initial design as well as an estimated time frame for launch of the product.

C. Budget

A detailed line item budget must be submitted on the attached Budget Form (Attachment A).

Costs included must be actual costs incurred in delivering the proposed products and services, and these funds cannot supplant funds already received by the proposing agency from other programs.

All proposals will be evaluated on the basis of cost-effectiveness in relation to proposed high quality service delivery. To accomplish this, The WorkPlace will conduct an analysis of projected costs during the proposal review process. Bidders are therefore encouraged to submit their best offer for providing the services solicited in this RFP and to thoroughly describe and justify the proposed costs. This analysis will be conducted to ensure that the proposed costs are necessary, fair and reasonable; to determine if the proposed costs are allowable and allocable; to determine if there is duplication of costs with other programs; to ensure that the costs are directly associated with carrying out only the proposed services; and to ensure that the proposed costs benefit WorkPlace program participants.

SECTION III – WEBSITE DESIGN

A. Description of Services Sought

The WorkPlace is seeking proposals from organizations to design, build, and launch an innovative, user-friendly website to engage participants as well as enhance participants' experience. The objective of the website is to create a dynamic tool that provides participants constant access to educational and employment resources.

The WorkPlace has identified the following essential components and features that must be included in the project design:

1. Website Design

- a. Resource page featuring instructional materials and links to additional resources
- b. Course/workshop registration capabilities
- c. Interactive events calendar
- d. Messaging capabilities
- e. Discussion boards
- f. Social media integration

2. Functionality

- a. User-friendly system that engages participants and provides a consistent user experience
- b. Standard system navigation, including search capabilities using key words or phrasing that will identify content contained throughout the site.
- c. Ability to collect and aggregate social media feed activity

3. Technical Requirements

- a. User accounts with identification and passwords, including various security levels for staff
- b. Secure protection of users' identity and information
- c. Compatibility with all HTML-enabled mobile devices
- d. Content management system that will allow non-technical staff to instantly update content
- e. Personal portfolios

8. Communications

- a. Participant profile pages where participants may upload resumes and communicate with staff, providers, employers, and peers
- b. Job board allowing participants to view job openings posted by employers

- c. Individual and group messaging capabilities allowing staff and participants to send and receive messages to one another within the website
- d. Social media integration

4. Support

- a. Software and virus protection
- b. Help-desk support for any and all technical issues related to website
- c. Routine maintenance and support

B. Proposal Narrative

All sections listed below are required and must be addressed in the proposal, following the instructions provided and answering all questions completely.

1. Organizational Experience and Capability (50 Points)

a. *Previous Experience and Qualifications*

- (i) Provide a profile of your organization and management, length of time in business, and core competencies/ areas of focus.
- (ii) Provide details of your organization's background and previous experience/ experience of key personnel in performing work similar in size and scope to the products and services solicited in this section of the RFP. Include information regarding populations served. Emphasize any experience your organization has in working with a broad range of customers, in terms of skills, education and barriers, and how other organizational experience relates to the services sought in this section of the RFP.
- (iii) Provide current reference information for three former or current clients. Include a brief description of the populations served, the services provided by your organization, and the outcomes that resulted. For prior experience with The WorkPlace, The WorkPlace's internal data will be used in discussions of previous experience.

b. *Financial Management*

- (i) Provide a line item budget and narrative that justifies each proposed expense included on the enclosed Budget Form (Attachment A) in terms of being necessary, allowable and reasonable. Show a detailed method of computation in each line's narrative.
- (ii) As part of the budget narrative, describe your experience and/or familiarity with OMB Circulars, specifically the new rules effective January 1, 2015.
- (iii) Provide details of your organization's cost allocation method, And your indirect cost rate plan as approved by your cognizant organization.

(iv) Has your organization ever been judged to have disallowed costs?

c. **Management**

(i) Please provide a compelling business case as to why your organization should be selected to design the product described in this section of the RFP.

2. Service Delivery (50 Points)

- a. Describe your ability to provide a successful, innovative, and high quality product to the population of participants indicated in this RFP.
- b. Describe, with specificity, the means and methods that will be used to develop the product described in this RFP. Include your design and any tools used in delivering your product. Identify innovative features in your design.
- c. Please discuss any hardware/software vendor partnerships required for this project.
- d. Please describe your testing and support plan as well as your customer support services.
- e. Provide an estimated time frame for completion of the initial design as well as an estimated time frame for launch of the product.

C. Budget

A detailed line item budget must be submitted on the attached Budget Form (Attachment A).

Costs included must be actual costs incurred in delivering the proposed products and services, and these funds cannot supplant funds already received by the proposing agency from other programs.

All proposals will be evaluated on the basis of cost-effectiveness in relation to proposed high quality service delivery. To accomplish this, The WorkPlace will conduct an analysis of projected costs during the proposal review process. Bidders are therefore encouraged to submit their best offer for providing the services solicited in this RFP and to thoroughly describe and justify the proposed costs. This analysis will be conducted to ensure that the proposed costs are necessary, fair and reasonable; to determine if the proposed costs are allowable and allocable; to determine if there is duplication of costs with other programs; to ensure that the costs are directly associated with carrying out only the proposed services; and to ensure that the proposed costs benefit WorkPlace program participants.

SECTION IV – MOBILE APPLICATION DEVELOPMENT

A. Description of Services Sought

The WorkPlace is seeking proposals from organizations to design, build, and launch an innovative, user-friendly mobile application to engage participants as well as enhance participants' experience. The objective of the mobile application is to create a dynamic tool that provides participants constant access to educational and employment resources.

The WorkPlace has identified the following essential components and features that must be included in the project design:

1. Mobile Application Content

- a. Resource page featuring instructional materials and links to additional resources
- b. Course/workshop registration capabilities
- c. Interactive events calendar
- d. In-app messaging capabilities
- e. Discussion boards
- f. Social media integration

2. Functionality

- a. User-friendly system that engages participants and provides a consistent user experience
- b. Standard system navigation
- c. Ability to collect and aggregate social media feed activity

3. Technical Requirements

- a. User accounts with identification and passwords
- b. Secure protection of users' identity and information
- c. Compatibility with all HTML-enabled mobile devices
- d. Content management system that will allow non-technical staff to instantly update content
- e. Application must meet quality standards as outlined by Google and Apple

4. Support

- a. Software and virus protection
- b. Help-desk support for any and all technical issues related to application
- c. Routine maintenance and support

B. Proposal Narrative

All sections listed below are required and must be addressed in the proposal, following the instructions provided and answering all questions completely.

1. Organizational Experience and Capability (50 Points)

a. *Previous Experience and Qualifications*

- (i) Provide a profile of your organization and management, length of time in business, and core competencies/ areas of focus.
- (ii) Provide details of your organization's background and previous experience/ experience of key personnel in performing work similar in size and scope to the products and services solicited in this section of the RFP. Include information regarding populations served. Emphasize any experience your organization has in working with a broad range of customers, in terms of skills, education and barriers, and how other organizational experience relates to the services sought in this section of the RFP.
- (iii) Provide current reference information for three former or current clients. Include a brief description of the populations served, the services provided by your organization, and the outcomes that resulted. For prior experience with The WorkPlace, The WorkPlace's internal data will be used in discussions of previous experience.

b. *Financial Management*

- (i) Provide a line item budget and narrative that justifies each proposed expense included on the enclosed Budget Form (Attachment A) in terms of being necessary, allowable and reasonable. Show a detailed method of computation in each line's narrative.
- (ii) As part of the budget narrative, describe your experience and/or familiarity with OMB Circulars, specifically the new rules effective January 1, 2015.
- (iii) Provide details of your organization's cost allocation method, And your indirect cost rate plan as approved by your cognizant organization.
- (iv) Has your organization ever been judged to have disallowed costs?

c. *Management*

- (i) Please provide a compelling business case as to why your organization should be selected to design the product described in this section of the RFP.

2. Service Delivery (50 Points)

- a. Describe your ability to provide a successful, innovative, and high quality product to the population of participants indicated in this RFP.

- b. Describe, with specificity, the means and methods that will be used to develop the product described in this RFP. Include your design and any tools used in delivering your product. Identify innovative features in your design.
- c. Please discuss any hardware/software vendor partnerships required for this project.
- d. Please describe your testing and support plan as well as your customer support services.
- e. Provide an estimated time frame for completion of the initial design as well as an estimated time frame for launch of the product.

C. Budget

A detailed line item budget must be submitted on the attached Budget Form (Attachment A).

Costs included must be actual costs incurred in delivering the proposed products and services, and these funds cannot supplant funds already received by the proposing agency from other programs.

All proposals will be evaluated on the basis of cost-effectiveness in relation to proposed high quality service delivery. To accomplish this, The WorkPlace will conduct an analysis of projected costs during the proposal review process. Bidders are therefore encouraged to submit their best offer for providing the services solicited in this RFP and to thoroughly describe and justify the proposed costs. This analysis will be conducted to ensure that the proposed costs are necessary, fair and reasonable; to determine if the proposed costs are allowable and allocable; to determine if there is duplication of costs with other programs; to ensure that the costs are directly associated with carrying out only the proposed services; and to ensure that the proposed costs benefit WorkPlace program participants.

SECTION V – UNIVERSAL LEARNING LICENSES

A. Description of Services Sought

The WorkPlace is seeking proposals for organizations to provide universal learning licenses for participants enrolled in workforce development programs. The purpose of the licenses is to facilitate job readiness and technical skills as well as career exploration.

The WorkPlace has identified the following essential components that must be included in the project design:

1. Digital Learning Activities

- a. Individualized training curriculum as well as remedial and career training. The curriculum shall address the following topics, at minimum:
 - (i) Workplace Ethics
 - (ii) Building Work Relationships
 - (iii) Essential Workplace Skills
 - (iv) Communication Skills
 - (v) Business Communications
 - (vi) Successful Job Search
 - (vii) Time Management
 - (viii) Microsoft Word
 - (ix) Microsoft Excel
- b. Remediation and/or acceleration support resources, including student activities and lessons for mastering difficult concepts, etc.
- c. Materials and resources that develop higher-order thinking skills, including reasoning, problem-solving and critical thinking skills across multiple disciplines
- d. Student materials in multiple types of texts, including pictures, charts, maps, readings, etc.
- e. Career exploration, job placement assistance, and job retention assistance
- f. Curriculum planning feature for identifying specific goals or outcomes that support employability, and for tracking progress toward those goals
- g. Personal portfolios

2. Communications

- a. Social media integration
- b. Discussion rooms utilizing participant-lead activities

3. Analytics and Program Tools

- a. Up-to-date program analytics and live data, including:

- (i) Detailed participation information, service tracking, and progress reporting
 - (ii) Automated workflow system customized to match program flow
 - (iii) Automated tracking of participant online Internet and offline computer usage
- b. Consolidated case notes from mentors, service providers, technical support, case managers, and program managers
 - c. Automated mentor contact prioritization system based on participant activities (or lack of)
 - d. Training licenses for online curriculums
 - e. Trouble ticket system with escalation and aging to address program-related and technical issues
 - f. Partner/ service provider access to the digital learning materials and administrative system by roles
 - g. Automated service provider follow-up accessible through e-mail

4. Functionality

- a. User-friendly design that engages participants and provides a consistent user experience

5. Technical Requirements

- a. User accounts with identification and passwords
- b. Secure protection of users' identity and information
- c. Compatibility with multiple browsers
- d. Content-bundling
- e. Content management system that will allow non-technical staff to instantly update content on specific pages
- f. Search capabilities using key words or phrasing that will identify content from throughout the website

6. Support

- a. Deliver orientation and training for staff and participants
- b. Software and virus protection
- c. Help-desk technical support for any and all technical issues related to the hardware and software utilized on the site.
- d. Routine maintenance and support

B. Proposal Narrative

All sections listed below are required and must be addressed in the proposal, following the instructions provided and answering all questions completely.

1. Organizational Experience and Capability (45 Points)

a. *Previous Experience and Qualifications*

- (i) Provide a profile of your organization and management, length of time in business, and core competencies/ areas of focus.
- (ii) Provide details of your organization's background and previous experience/ experience of key personnel in performing work similar in size and scope to the products and services solicited in this section of the RFP. Include information regarding populations served. Emphasize any experience your organization has in working with a broad range of customers, in terms of skills, education and barriers, and how other organizational experience relates to the services sought in this section of the RFP.
- (iii) Provide current reference information for three former or current clients. Include a brief description of the populations served, the services provided by your organization, and the outcomes that resulted. For prior experience with The WorkPlace, The WorkPlace's internal data will be used in discussions of previous experience.

b. *Financial Management*

- (i) Provide a line item budget and narrative that justifies each proposed expense included on the enclosed Budget Form (Attachment A) in terms of being necessary, allowable and reasonable. Show a detailed method of computation in each line's narrative.
- (ii) As part of the budget narrative, describe your experience and/or familiarity with OMB Circulars, specifically the new rules effective January 1, 2015.
- (iii) Provide details of your organization's cost allocation method, And your indirect cost rate plan as approved by your cognizant organization.
- (iv) Has your organization ever been judged to have disallowed costs?

c. *Management*

- (i) Please provide a compelling business case as to why your organization should be selected to design the product described in this section of the RFP.

2. Service Delivery (60 Points)

- a. Describe your ability to provide a successful, innovative, and high quality product to the population of participants indicated in this RFP.

- b. Describe, with specificity, the means and methods that will be used to develop the product described in this RFP. Include your design and any tools used in delivering your product. Identify innovative features in your design.
- c. Please discuss any hardware/software vendor partnerships required for this project.
- d. Please describe your testing and support plan as well as your customer support services.
- e. Provide an estimated time frame for completion of the initial design as well as an estimated time frame for launch of the product.

C. Budget

A detailed line item budget must be submitted on the attached Budget Form (Attachment A).

Costs included must be actual costs incurred in delivering the proposed products and services, and these funds cannot supplant funds already received by the proposing agency from other programs.

All proposals will be evaluated on the basis of cost-effectiveness in relation to proposed high quality service delivery. To accomplish this, The WorkPlace will conduct an analysis of projected costs during the proposal review process. Bidders are therefore encouraged to submit their best offer for providing the services solicited in this RFP and to thoroughly describe and justify the proposed costs. This analysis will be conducted to ensure that the proposed costs are necessary, fair and reasonable; to determine if the proposed costs are allowable and allocable; to determine if there is duplication of costs with other programs; to ensure that the costs are directly associated with carrying out only the proposed services; and to ensure that the proposed costs benefit WorkPlace program participants.

SECTION VI – SUBMISSION PROCESS AND PROCEDURES

A. Bidders' Questions

Questions regarding the RFP may be made, **in writing**, to Karen Hopkins, Contracts Compliance Manager, email khopkins@workplace.org, prior to 4:00 p.m. EST, on Friday, January 20, 2017. ***The WorkPlace staff will not be allowed to answer questions about the RFP beyond Friday, January 20, 2017*** (unless the questions pertain specifically to the technical aspects of the RFP or the RFP format). The WorkPlace will publish the questions and answers on the RFP section of The WorkPlace website.

B. Submission Instructions

To be considered for funding under this RFP, bidders must submit their proposals by **email, mail, or hand delivery**.

Bidders submitting proposals via email must send the proposal to Karen Hopkins, email khopkins@workplace.org.

Bidders submitting proposals by mail or hand delivery must submit **one (1) original proposal and four (4) copies of the proposal along with a USB flash drive which contains an electronic copy of the proposal and any attachments in MS Office Word 2007 or a higher version**. Mailed and hand delivered proposals must be submitted to:

The WorkPlace
350 Fairfield Avenue, 3rd Floor
Bridgeport, Connecticut 06604

All proposals must comply with the following guidelines:

- 8½ x 11 letter size paper
- One inch margins
- No smaller than 12 point font
- Numbered pages
- Single-sided printing
- Unbound (no staples or other binding)
- Proposal attachments must be formatted and saved in Microsoft Word.
- Bidders may NOT submit extraneous material such as brochures or newspaper articles.
- Bidders may NOT bind proposals in any way. All extraneous materials (including cover letter) and/or any bindings will be removed prior to the rating process.
- Proposals must be sequenced in accordance with the instructions provided in this RFP.
- Bidders must use affirmative language (shall, will) as appropriate so that proposals can be converted easily to contract form.

C. Proposal Format

Proposals must be prepared and sequenced in accordance with the instructions given in this part. **Proposals received after the submission deadline will be returned to the bidder.** Timely delivery of proposals to The WorkPlace is the sole responsibility of the bidder.

When complete, the proposals must contain the following sections in the order indicated:

- 1. Proposal Title Page** (Attachment B)
- 2. Proposal Narrative**
 - a. Organizational Experience and Capability
 - b. Service Delivery
- 3. Budget Form** (Attachment A)

D. Deadline for Submission of Completed Proposal

Digital Learning Platform, Mobile Application Development, Website Development & Universal Learning Licenses

proposals are due by:

Friday, January 27, 2017 at 12:00 Noon EST

Proposals must be mailed, emailed, or hand delivered.
Hand delivered proposals will be date and time stamped.
No fax proposals will be accepted.

THERE ARE NO EXCEPTIONS TO THIS DEADLINE.

SECTION VII – REVIEW PROCESS

A. Screening and Evaluation

The award of a contract for any services under this RFP is contingent upon:

1. Favorable evaluation of the proposal in relation to other proposals; and
2. Successful negotiation of any changes to the proposal.

An initial screening of all proposals will be conducted by staff of The WorkPlace to insure (1) the proposal was submitted on time, in the proper format and with the required number of copies attached; (2) the proposal is responsive to the RFP and all RFP questions and sections; and (3) all required signatures appear on the document. **If a proposal does not meet the technical requirements of the screening process, it may not continue through the review and rating process and will be returned to the bidder.**

If the proposal meets the requirements of the screening process, it will then be evaluated by The WorkPlace Proposal Review Team using a point system based on a Proposal Evaluation/ Rating Form.

All prospective bidders are prohibited from contacting any of The WorkPlace's Board members, Board committee members or staff (other than contact persons identified in this RFP), regarding this solicitation to avoid actual conflicts, the appearance of conflicts, or undue influence over the process. Contact with anyone for purposes of influencing the outcome of the procurement process shall result in the disqualification of the prospective bidder.

The WorkPlace maintains a policy that an organization must possess the demonstrated ability to perform successfully under the terms and conditions of a proposed contract prior to the contract being executed. Determinations of demonstrated performance shall take into consideration such matters as to whether the organization has:

- Adequate financial resources or the ability to obtain them;
- The ability to meet the RFP design specifications at a reasonable cost, as well as the ability to meet performance goals;
- A satisfactory record of past performance in delivering the proposed services, including demonstrated quality of services and successful outcome rates from past programs;
- The ability to provide services and/or programs that can meet the need identified;
- A satisfactory record of integrity, business ethics and fiscal accountability;
- The necessary organization, accounting and operational controls; and
- The technical skills to perform the work.

B. Proposal Rating Criteria

1. Digital Learning Platform

Criteria	Points
Organizational Experience and Capacity a. <i>Previous Experience and Qualifications (25)</i> b. <i>Financial Management (10)</i> c. <i>Management (10)</i>	45
Service Delivery	55
Total	100

2. Mobile Application Development

Criteria	Points
Organizational Experience and Capacity a. <i>Previous Experience and Qualifications (30)</i> b. <i>Financial Management (10)</i> c. <i>Management (10)</i>	50
Service Delivery	50
Total	100

3. Website Development

Criteria	Points
Organizational Experience and Capacity a. <i>Previous Experience and Qualifications (30)</i> b. <i>Financial Management (10)</i> c. <i>Management (10)</i>	50
Service Delivery	50
Total	100

4. Universal Learning Licenses

Criteria	Points
Organizational Experience and Capacity a. <i>Previous Experience and Qualifications (25)</i> b. <i>Financial Management (10)</i> c. <i>Management (10)</i>	45
Service Delivery	55
Total	100

C. Contract Award

A contract may be awarded based on offers received, without discussion of such offers with the bidders. Each offer should, therefore, be submitted in the most favorable terms, from a price and technical standpoint. However, the review team reserves the right to request additional data, oral discussion or presentation in support of written proposals. Final award of a contract shall be contingent upon:

- Successful negotiation of a contract;
- Acceptance by the bidder of the contract terms and conditions;
- Satisfactory verification of past performance and systems (e.g., financial), where applicable; and
- Availability of funding.

D. Contract Negotiation

The amount approved by The WorkPlace will be a maximum funding level. The WorkPlace staff will meet with selected bidders to finalize funding and project design. Staff will notify selected bidders of any modifications that are required to their original proposal to ensure that it meets the required contract format. Selected bidders are expected to comply with all requested revisions in a timely manner so that the contract may be executed without delay. Only after authorized representatives of the selected bidders and The WorkPlace have signed the contract may any payments be made.

Type of Contract: Contracts entered into pursuant to this RFP will be cost-reimbursement for actual expenditures. Selected bidders will be reimbursed for their actual, demonstrable costs up to the full amount of the contract.

Section VIII – GENERAL CONDITIONS

A. Conditions of this RFP

This RFP does not commit or obligate The WorkPlace to award a contract, to commit any funds identified in this RFP document, to pay any costs incurred in the preparation or presentation of a proposal to this RFP, to pay for any costs incurred in advance of the execution of a contract, or to procure or contract for services or supplies.

The following conditions are applicable to all proposals. The WorkPlace reserves the right to:

- Accept or reject any or all proposals, in whole or in part, which it considers not to be in its best interest.
- Change or waive any provisions set forth in this RFP.
- Reject non-conforming proposals without review.
- Waive informalities and minor irregularities in proposals received.
- Negotiate any and all proposed terms, conditions, costs, staffing level, services/activities mix, and all other specifics.
- Request: a) additional data, b) technical or price revisions, and/or c) oral presentations in support of the written proposal.
- Determine that an arms-length agreement exists between the bidder and any subcontractor or vendors they might choose to use.
- Conduct a pre-award review that may include, but is not limited to, a review of the bidder's record keeping procedures, management systems, accounting and administrative systems, and program materials.
- Use additional or de-obligated grant funds to increase the slot level of successful programs.
- Change specifications and modify the contract as necessary to: a) facilitate compliance with the legislation, regulations and policy directives, b) to manage funding and c) to meet the needs of the customers.
- End contract negotiations if acceptable progress, as determined by The WorkPlace is not being made within a reasonable time frame.

B. General Conditions

- This RFP does not commit The WorkPlace to award a contract to any bidder. The WorkPlace shall not pay any costs incurred by any bidder in the preparation of a proposal. The WorkPlace may accept or reject any or all proposals received as a result of this RFP or cancel in part or in its entirety this RFP if it is in the best interest of The WorkPlace to do so.
- The WorkPlace is responsible for final review and evaluation of proposals and selection of bidders, and reserves the right not to fund any or all proposals. Proposals must be

complete and must follow the format outlined in the Proposal Instructions. The WorkPlace may incorporate site visits and/or applicant interviews into the proposal review process.

- The award of a contract for any proposed service is contingent upon:
 - Favorable evaluation of the proposal in relation to other proposals;
 - Successful negotiation of any changes to the proposal or budget required by the Proposal Review Team.
- The WorkPlace may request additional data or an oral presentation in support of written proposals.
- The WorkPlace may require bidders selected to participate in negotiations and to submit any price, technical or other revisions of their proposal as may result from negotiation.
- The WorkPlace reserves the right to negotiate the final terms of all contracts with selected bidders. Items that may be negotiated include, but are not limited to: type and scope of services, costs and prices, service delivery timelines, target groups, management and staffing configurations and number of personnel, location of service delivery and service levels.
- The WorkPlace also reserves the right to accept any proposal as submitted for contract award, without substantive negotiation of offered terms, services, or costs. Therefore, bidders are advised to propose their most favorable terms initially.
- By submission of a proposal, the proposing organization certifies as to its legally constituted status, and that in connection with this proposal:
 - The costs in the proposal have been arrived at independently, without consultation, communication or agreement, for the purpose of restricting competition as to any matter relating to such costs with any other bidder or with any competition;
 - Unless otherwise required by law, the costs which have been quoted in the proposal have not been knowingly disclosed by the bidder, and shall not be disclosed by the bidder, prior to award directly or indirectly to any other bidder or to any competition; and
 - No attempt has been made by the bidder to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
- Selection of bidders shall be conducted in accordance with The WorkPlace, federal and state procurement provisions. The WorkPlace may choose not to fund a bidder who has the proposal with either the lowest cost or the highest score on the proposal. In addition to the scores obtained through the rating process, The WorkPlace may take into account previous experience the bidder has had in implementing similar projects, as well as the bidder's capability of providing services in a timely fashion.
- All contract awards are subject to the availability of federal and/or state funds and the execution of a contract acceptable to The WorkPlace and the selected bidder. If awarded a contract under this RFP, selected bidders must abide by funding restrictions found in

Section 2005 (a) (other than paragraph (6)) of the Social Security Act (42 U.S.C. § 1397d(a)).

- **Drug Free and Smoke Free Workplace:** Bidders should note that if awarded a contract under this RFP, a drug free and smoke free workplace for both employees and customers must be maintained.
- **Non-Discrimination:** No individual shall be excluded from participation in, denied the benefits of, subjected to discrimination under, or denied employment in the administration of or in connection with this solicitation on the basis of race, sex, sexual orientation, national origin, religion, age, disability and/or any other rights protected under Title VII of the Civil Rights Act. Each individual shall have such rights as are available under any applicable Federal, State, or local law prohibiting discrimination. Moreover, programs must comply with the Americans with Disabilities Act (ADA), which requires, among other things, that all programs be fully accessible to persons with disabilities.
- **Certification Regarding Lobbying:** If awarded a contract under this RFP, selected bidders must certify as to compliance with Title 45 CFR Part 93.
- **Assurances:** If awarded a contract under this RFP, selected bidders must complete Standard Form 424B, Assurances – Non-Construction Programs, prescribed by OMB Circular A-102.
- The WorkPlace shall perform contract compliance, programmatic and financial monitoring in connection with all provisions of this RFP.
- Selected bidder must be in compliance with Connecticut State Ethics Reform provisions.

C. Proprietary Information

Proposals shall be received and maintained consistent with applicable Connecticut Open Records laws. Due regard will be given to the protection of proprietary information contained in all proposals received. However, bidders should be aware that all materials associated with this procurement are subject to the terms of the Freedom of Information Act, the Privacy Act and all rules, regulations and interpretations resulting therefrom. It will not be sufficient for bidders merely to state generally that a proposal is proprietary in nature and therefore not subject to release to third parties. Those particular pages which a bidder believes to be proprietary must be specifically identified as such. Convincing explanation and rationale to justify exception from release consistent with § 1-210 of the Connecticut General Statutes must accompany the proposal. The rationale and explanation must be stated in terms of: (1) the prospective harm to the competitive position of the bidder that would result if the identified material were to be released, and (2) the reasons why the materials are legally exempt from release pursuant to the above-cited statute. Rationale and explanation of the proprietary nature of all such pages or portions thereof, as described above, should be included as an attachment.

D. Debarment, Suspension, Ineligibility, and Voluntary Exclusion

Federal regulations require workforce boards to determine if a bidder is debarred, suspended, ineligible or voluntarily excluded from applying for federal funds. This will be done at the same

time the "Notice of Approval" is sent to selected bidders. Bidders will be asked to sign a form certifying they are NOT currently debarred, suspended, ineligible or voluntarily excluded from applying for federal funds. **Contract negotiations will not begin until this certification form is signed and returned to The WorkPlace.**

E. Equipment

Property/equipment purchased with funds awarded under through this RFP must be used only for the purposes authorized by The WorkPlace and that all property/equipment purchased by a selected bidder with awarded funds shall become the property of The WorkPlace.

The WorkPlace will retain title to all equipment with a value of one thousand dollars (\$1,000) or more purchased with funds awarded under this grant, and a useful life of at least twelve (12) months. Also, selected bidders are required to receive prior approval from The WorkPlace on all purchases in excess of one thousand dollars (\$1,000).

The WorkPlace Budget Form

a.	Contractor:	
b.	Address:	
c.	Report Period:	
d.	Activity:	
	(1) Budget Line Items	(2) Budget Totals
A. DIRECT PROGRAM COSTS		
1	Staff Salaries	
2	Staff Fringe	
3	Travel	
4	Rent / Utilities	
5	Equipment - Lease/ Maintenance/ Purchase	
6	Other Direct Costs	
	a. Supplies - Office/ Postage/ Other	
	b. Telephone/ Internet	
	c. Staff Training	
	d. Conferences/ Meetings	
	e. Marketing/ Printing	
	f. Other:	
7	Insurance & Bonding	
8	Contractual/ Outsourced - identify	
9	Sub-Total Program Costs	
B. PARTICIPANT COSTS		
1	Participant Wages/ Stipends	
2	Participant Taxes/ Fringe	
3	Participant Supplies/ Training Needs	
4	Sub-Total Participant Cost	
C. ADMINISTRATIVE COSTS		
1	Staff Salaries	
2	Staff Fringe	
3	Other Direct Costs (<i>Supplies, Staff Training, Conferences/Meetings</i>)	
4	Audit/ Legal	
5	Insurance & Bonding	
6	Contractual/ Outsourced - identify	
7	Sub-Total Administrative Costs	
D. TOTAL AMOUNT (A+B+C):		
Signature: _____		
Title: _____		
Date: _____		

Please provide a detailed budget narrative and any budget schedules for each of the above line items.



**2017 Request for Proposal (RFP)
for
Digital Learning Platform, Mobile Application Development,
Website Development & Universal Learning Licenses**

PROPOSAL TITLE PAGE

Organization	
Mailing Address	
Contact Person	Name: Title: Telephone: Email:

FUNDING CATEGORIES

AMOUNT OF REQUEST	
Digital Learning Platform	
Mobile Application Development	
Website Development	
Universal Learning Licenses	
TOTAL	

Signature

Date

Name and Title of Authorized Representative