



**Solicitation Information
11/30/2012**

RFP# 7458323

TITLE: Web-Based Physical Activity Tracking Program/Platform Administration Services

Submission Deadline: January 3, 2013 @ 2:30 PM (EST)

Questions concerning this solicitation must be received by the Division of Purchases at David.Francis@purchasing.ri.gov no later than **December 12, 2012 @ 12:00 AM-Midnight (EST)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

David J. Francis
Interdepartmental Project Manager

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

Note to Applicants:

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

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SECTION 1: INTRODUCTION

The Rhode Island Department of Administration/Division of Purchases is soliciting proposals from qualified organizations to provide web-based physical activity tracking services for the physical activity challenge portion of The State of Rhode Islands' (The State) "Rewards for Wellness" employee wellness campaign.

Responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; 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 sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
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 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.
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's 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 will be considered to be Public Records as defined in Title 38, Chapter 2 of the General Laws of Rhode Island, without exception, and will be released for inspection immediately upon request once an award has been made.
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 (G.L. 1956 § 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 Opportunity Office at (401) 222-3090.
13. In accordance with Title 7, Chapter 1.2 of the General Laws of Rhode Island, 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 Secretary 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, contact the MBE Administrator at (401) 574-8253 or visit the website www.mbe.ri.gov or contact charles.newton@doa.ri.gov.

SECTION 2: BACKGROUND

Population and Historical Information:

The State administers a five-week physical activity challenge as part of its annual “Rewards for Wellness” campaign. Eligible employees can earn a \$125 co-share credit by completing at least 4 weeks of the five-week challenge where they track their steps walked each day or their minutes exercised each day. In 2011, The State promoted and administered the challenge using only paper trackers. 5,838 employees participated. In 2012, The State also provided the paper tracker option and in addition, engaged Shape Up RI to administer an online challenge. 5,863 employees participated. Please note the State has already purchased low-cost pedometers and will provide to all employees interested in participating in the challenge. Also, the challenge must be five weeks in order to line up with previously published challenge materials.

SECTION 3: SCOPE OF WORK

General Scope of Work

Data

Eligible population of employees	15,668
Average number of employees who participate	5,850

The State seeks a vendor to provide the following services:

- Effective, efficient and accurate participant registration;
- Effective, efficient and accurate participant activity reporting and tracking;
- Provision of best-in-class participant services and customer support;
- Consistent and timely resolution of member inquiries;
- Superior level of account management and service; and
- Commitment to successful implementation.

Specific Activities / Tasks

The State requires all potential vendors to offer the following services in order to be considered and reserves the right to disqualify any vendors unable to meet these requirements.

- Ability for individuals to track online their daily walking steps taken and/or minutes exercised for the five (5) week period of the physical activity challenge;
- Permit the State of Rhode Island’s Rewards for Wellness program to use its own pedometers and not be obligated to purchase different pedometers;
- Ability for participants to record activity from previous weeks if they missed recording their data for any time period;

- Provide an Excel spreadsheet of all participants who meet the required completion criteria for each activity (walking steps taken/minutes exercised) within 15 days of the challenge end date;
- Ability to support a unique identifier (e.g. combination of last four digits of social security number, date of birth, last name) that eligible individuals use for registration and access. The selected program will use this identifier to match to an employee file supplied by The State to ensure only eligible employees participate;
- Ability for employees to create teams for participating in the physical activity challenge;
- Ability to have “team captains” who at minimum have the following administrative powers over their respective teams:
 - Ability to create a team name;
 - Ability to invite individual employees to join their team; and
 - Ability to submit activity reports on behalf of other team members;
- An online listing of team standings (with regular weekly updates) for walking steps taken based on an “average walking steps per day per team member” unit of measurement, and an online listing of team standings (with regular weekly updates) for minutes exercised based on an “average minutes exercised per day per team member” unit of measurement;
- Vendor has been administering web-based physical activity tracking programs/platforms for a minimum of two (2) years;
- Vendor has experience administering challenges for large organizations (i.e. 5,000+ employees); and
- Data files provided by vendor at completion of challenge will note how many weeks of challenge completed for each participant.

SECTION 4: TECHNICAL PROPOSAL

Proposal Detailed Instructions

General

This section includes instructions for preparing the technical section of the proposal. Offerors are cautioned to review the instructions carefully. Failure to comply with these instructions in full may result in disqualification.

Responses should be in the order as presented in the RFP. Please repeat the questions for Section 4.1 in the order presented using exact terminology as presented in this request. Additional pages relevant to your proposal must be placed in an appendix with an organized Table of Contents. Responses are required for all questions. Failure to respond to any question may result in rejection of the proposal.

The proposal must provide evidence of the offeror's ability to provide the services described in Section 3 of this RFP.

Offerors are advised to be concise and to the point in their responses.

SECTION 4.1: QUESTIONNAIRE

Offerors must answer the following questions. Respond to the question by first restating the question using its exact wording, then providing your answer.

If you do not answer a question, please state your reason(s) for not doing so. Alternatives will be considered but only granted when in the best interests of The State. Offerors are cautioned that failure to respond in full to all questions will affect the evaluation of the offeror's proposal.

This RFP sets forth the terms and conditions under which The State wishes to purchase web-based physical activity tracking program/platform services. Your written proposal will be your offer to provide the requested services.

Any requested clarification of your proposal shall be provided in writing. Similarly, any modification of proposal terms that may occur during the proposal process shall be provided in writing.

Your proposal and the written responses described above shall be the offer on which The State bases its acceptance decision. The State reserves the right to accept, reject, or modify the specifications stated herein to best meet the needs of The State and its employees.

A. Requirements

Please confirm that your organization can adhere to/provide the following required services/components as outlined in Section 4 Background, of this RFP. If not, please explain any deviations below.

- A-1. Ability for individuals to track online their daily walking steps taken and/or minutes exercised for the five (5) week period of the physical activity challenge;
- A-2. Permit the State of Rhode Island's Rewards for Wellness program to use its own pedometers and not be obligated to purchase different pedometers;
- A-3. Ability for participants to record data from previous weeks if they missed recording their data for any time period;
- A-4. Provide an Excel spreadsheet of all participants who meet the required completion criteria for each activity (walking steps taken/minutes exercised) within 15 days of the challenge end date;
- A-5. Ability to support a unique identifier (e.g. combination of last four digits of social security number, date of birth, last name) that eligible individuals use for registration and access. The selected program will use this identifier to match an employee file supplied by The State to ensure only eligible employees participate.
- A-6. Ability for employees to create teams for participating in the physical activity challenge;
- A-7. Ability to have "team captains" who at minimum have the following administrative powers over their respective teams:
 - i. Ability to create a team name;
 - ii. Ability to invite individual employees to join their team; and
 - iii. Ability to submit activity reports on behalf of other team members;

- A-8. An online listing of team standings (with regular weekly updates) for walking steps taken based on an “average walking steps per day per team member” unit of measurement, and an online listing of team standings (with regular weekly updates) for minutes exercised based on an “average minutes exercised per day per team member” unit of measurement;
- A-9. Vendor has been administering web-based physical activity tracking programs/platforms for a minimum of two (2) years;
- A-10. Vendor has experience administering challenges for large organizations (i.e. 5,000+ employees); and
- A-11. Data files provided by vendor at end of challenge will note how many weeks of challenge completed for each participant.

B. Participant Registration & Eligibility

- B-1. How would an eligible individual register for your online program/platform? Please provide screen images of the online registration process.

C. Participant Reporting & Tracking

- C-1. Describe the process for online reporting. Please provide screen images of the online reporting process.
- C-2. Can participants report activity via text messaging?
- C-3. Describe how a participant tracks their progress online. Please provide screen images of what it looks like when a participant tracks their progress.

D. Participant Support

- D-1. Describe the types of participant support available (i.e. call center, online chat, email). Include hours of operation for participant support and the turnaround time for participant inquiries.

E. Program/Platform Reports

- E-1. Describe the types of reports that can be generated from your program/platform by Rewards for Wellness administrators or provided by your account management teams. How often can these reports be generated? Please provide sample reports.

F. Communications & Customizations

- F-1. Describe/outline the resources available to support employee understanding and participation in the Rewards for Wellness physical activity challenge (e.g. posters/promotional materials, online tutorials, email messages). Please provide samples. To what extent will Rewards for Wellness administrators be able to customize those materials?

G. Program Implementation and Account Management

- G-1. The State of Rhode Island Rewards for Wellness physical activity challenge begins April 8, 2013. Provide an implementation timeline/project plan for our physical activity challenge assuming the date of notification of award is January 20, 2013.

G-2. Describe your account management team that will facilitate the implementation of the program/platform for Rewards for Wellness. If different, describe the ongoing account management support team for Rewards for Wellness throughout the duration of the physical activity challenge.

H. References

Please provide three client references, including at least one from a large account (e.g. 5,000+ employees) if available.

Reference #1	
Number of Employees/Group Size	
Contact Name and Title	
Contact Telephone Number	
Program Implementation Date and Duration	
Reference #2	
Number of Employees/Group Size	
Contact Name and Title	
Contact Telephone Number	
Program Implementation Date and Duration	
Reference #3	
Number of Employees/Group Size	
Contact Name and Title	
Contact Telephone Number	
Program Implementation Date and Duration	

SECTION 5: COST PROPOSAL

General

This section must be completed in full. Offeror's are cautioned that failure to respond in full, or in part, to all questions may negatively affect the evaluation of the offeror's proposal, up to and including disqualification.

Proposal Requirements

Potential offerors are cautioned that proposals must conform to the specification of this RFP. Each offeror must submit a proposal for web-based physical activity tracking program/platform services based on the specified eligible population, and/or based on actual participation in the challenge. Bids will be evaluated on the total cost, regardless of which methodology is elected by the vendor.

Web-Based Physical Activity Tracking Program/Platform Services	Price per Employee
Per Eligible Employee (15,668)	
OR	
Per Participant (projected @ 5,850)	

Accepted this _____ day of _____, 20_____.

Officer: _____

Signature: _____

Title: _____

SECTION 6: EVALUATION AND SELECTION

Proposals will be reviewed by a Technical Review Evaluation Committee comprised of staff from state agencies. To advance to the Cost Evaluation phase, the Technical Proposal must receive a minimum of 50 (83.3%) out of a maximum of 60 technical points. Any technical proposals scoring less than 50 points will not have the cost component opened and evaluated. The proposal will be dropped from further consideration.

Proposals scoring 50 technical points or higher will then be evaluated for cost and assigned up to a maximum of 40 points in cost category, bringing the potential maximum score to 100 points.

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

Proposal Components	Web-based Physical Activity Tracking Services
Technical Proposal Questionnaire	60
Financial Proposal Financial Proposal *	40
Total	100 points

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

$$(\text{low bid} / \text{vendors bid}) * \text{available points}$$

For example: If the low bidder (Vendor A) bids \$65,000 and Vendor B bids \$100,000 for monthly cost and service fee and the total points available are forty (40), vendor B’s cost points are calculated as follows:

$$\$65,000 / \$100,000 * 40 = 26$$

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.

The Department of Administration reserves the exclusive right to select the individual(s) or firm (vendor) that it deems to be in its best interest to accomplish the project as specified herein; and conversely, reserves the right not to fund any proposal(s).

SECTION 7: PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at David.Francis@purchasing.ri.gov no later than the date and time indicated on page one (1) of this solicitation. Please reference **RFP# 7458323 Web-Based Physical Activity Tracking Program/Platform Administration Services** on all correspondence. Questions should be submitted in a Microsoft Word attachment. Answers to questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If technical assistance is required to download, call the Help Desk at (401) 574-9709.

Offerors are encouraged to submit written questions to the Division of Purchases. **No other contact with State parties will be permitted.** Interested offerors may 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 will not be considered.

Responses (**an original plus five (5) copies**) should be mailed or hand-delivered in a sealed envelope marked "**RFP# 7458323 Web-Based Physical Activity Tracking Program/Platform Administration Services**" 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 will not be considered. Proposals misdirected to other State locations or those not presented to the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered. The official time clock is in the reception area of the Division of Purchases.

RESPONSE CONTENTS

Responses must include the following:

1. A completed and signed three-page R.I.V.I.P generated bidder certification cover sheet downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
2. A completed and signed W-9 downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
3. **A separate Technical Proposal** with complete responses to all questions set forth in Section 4.1: Questionnaire, describing the qualifications of the Offeror's product and background of the applicant, and all information described earlier in this solicitation. As appropriate, references of three clients covered by this request.
4. **A separate, signed and sealed Cost Proposal** reflecting the Price per Employee per eligible employee or per participant.
5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in **electronic format (CDRom, diskette, or flash drive)**. Microsoft Word / Excel

OR PDF format is preferable. Only 1 electronic copy is requested and it should be placed in the proposal marked "original".

Procurement Timeline

The State will implement the program April 8, 2013 with enrollment beginning on March 8, 2013. The following are estimated target dates:

Milestone	Date
Release of RFP	11/30/2012
Submission of written questions	12/12/2012
Deadline for proposal submission	1/3/2013
Tentative letter of award of contract	Week of 1/18/2013
Agreement signed and contract issued	2/8/2013
Enrollment for Challenge begins	3/8/2013
Challenge begins	4/8/2013

CONCLUDING STATEMENTS

Notwithstanding the above, the State reserves the right not to award this contract or 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.

END