

**STATE OF HAWAII**  
**DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS**  
**REQUEST FOR PROPOSALS**  
**No. RFP-24-DO-02**

**Sealed Offers for**  
**Centralized Call Center Development and Refinement**

July 8, 2024

DIRECT ALL QUESTIONS REGARDING THIS SOLICITATION, QUESTIONS, OR ISSUES  
RELATING TO THE ACCESSIBILITY OF THIS AND OR ANY OTHER RELATED  
DOCUMENTS AND REQUESTS FOR ACCOMMODATIONS FOR PERSONS WITH  
DISABILITIES IN CONNECTION WITH THIS TO:

Rhoda Castillo: E-mail: [rzcastil@dcca.hawaii.gov](mailto:rzcastil@dcca.hawaii.gov)

## ADMINISTRATIVE REQUIREMENTS

<b>Title:</b>	Centralized Call Center Development and Refinement.
<b>Project Description:</b> (see Section 1.2 Introduction)	The State of Hawaii is requesting proposals for services to implement a department wide call center.
<b>Point of Contact:</b> (see Section 1.7 Contracting Office and Designated State Personnel)	Rhoda Castillo Program Analyst 335 Merchant Street Honolulu, HI 96813 <a href="mailto:rzcastil@dcca.hawaii.gov">rzcastil@dcca.hawaii.gov</a>
<b>Submit proposals electronically via Hawaii Electronic Procurement System (HiePRO):</b> (See Section 3.3 Electronic Submittal of Proposals)	Electronic Submission <a href="http://hiepro.ehawaii.gov">http://hiepro.ehawaii.gov</a>
<b>Closing Date &amp; Time:</b>	<b>July 29, 2024; 2:00 PM HST</b>
<b>Cost:</b> (See Section 3.4 Proposal Format and Content, Offeror Pricing Schedule)	State is seeking a contractor to accomplish the requirements of this RFP at a Fixed Price not to exceed \$1,300,000 for design, development implementation and staffing costs. Proposals will include licensing and annual maintenance and operations costs, included in the \$1,300,000. Proposal cost should include all professional costs, fees, and taxes.
<b>Term of Contract and Renewals:</b> (See Section 2.6 Term of Contract)	The term of the Contract will be twelve months from the contract award date, which includes a 90-day solution acceptance period after all functionality has been released within the live production solution. With annual renewal costs.
<b>NOTE THE MANDATORY .75% TRANSACTION FEE TO HAWAII INFORMATION CONSORTIUM, LLC (HIC) dba TYLER HAWAII BASED ON QUARTERLY SALES FOR AWARDS MADE IN HIEPRO TO HAWAII AGENCIES ONLY AND LIMITED TO THE FIRST YEAR. (DETAILED IN SECTION 1.8 ELECTRONIC PROCUREMENT AND SECTION 1.22 PAYMENT OF HiePRO Fee.</b>	

## TABLE OF CONTENTS

Section 1. Introduction and Key Dates .....	1
1.1 Notice to Offerors.....	1
1.2 Introduction.....	1
1.3 Acronyms.....	1
1.4 Key Dates.....	3
1.5 Authority .....	3
1.6 Organization .....	4
1.7 Contracting Officer and Designated State Personnel .....	4
1.8 Electronic Procurement.....	5
1.9 Submittal of Questions.....	5
1.10 Submittal of Proposals .....	6
1.11 Discussions with Offerors.....	8
1.12 Additional Materials and Documentation .....	9
1.13 Amendments.....	9
1.14 Cancellation of Solicitation .....	9
1.15 Costs for Proposal Preparation .....	9
1.16 Rejection of Proposals .....	9
1.17 Notice of Award and Execution of Contract.....	10
1.18 Protests .....	10
1.19 Availability of Funds .....	10
1.20 General and Special Conditions of Contract; Liquidated Damages .....	11
1.21 Travel.....	11
1.22 Cost Principles.....	11
1.23 Payment of HlePRO Fee .....	11
1.24 Conflict of Interest Exclusion.....	11
1.25 Satisfactory Evidence of Organizational and Financial Stability.....	12
1.26 Insurance.....	12
Section 2. Background and Scope of Work .....	14
2.1 Background.....	14
2.2 Solution Description .....	14
2.3 Scope of Work .....	14
2.3.1 Project Initiation and Planning.....	17
2.3.2 Project Completion.....	20

2.4	Format Requirements .....	21
2.5	State Furnished items .....	21
2.6	Term of Contract.....	22
2.7	Payment .....	22
Section 3. Proposal Preparation Instructions.....		23
3.1	Proposal Structure and Labeling .....	23
3.2	Proposal Submittal Instructions.....	23
3.3	Electronic Submittal of Proposals.....	23
3.4	Proposal Format and Content .....	23
3.5	Offeror’s Terms and Conditions .....	27
3.6	Submission of Requested Information and Documents.....	27
Section 4. Proposal Evaluation .....		29
4.1	Introduction.....	29
4.2	Minimum Mandatory Qualifications .....	29
4.3	Initial Screening .....	30
4.4	Evaluation Criteria.....	31
4.5	Evaluation of Proposals .....	32
4.6	Discussions with Priority Listed Offerors .....	32
4.7	Best and Final Offers (BAFO) .....	32
4.8	Notice of Award .....	32
4.9	Responsibility of Offeror.....	32
Appendices .....		33
A.	Cost Proposal .....	34
B.	Vendor Firm Qualifications Form.....	37
C.	Personnel Qualifications Forms – Required Roles .....	38
D.	Service Level Agreements .....	40

**Table of Tables**

Table 1: List of Acronyms.....	1
Table 2: Key Solicitation Dates .....	3
Table 3: Contracting Officer .....	4
Table 4: POC Designee/Project Manager .....	4
Table 6: Expected DCCA Key Team Roles .....	15
Table 7: Anticipated Project Timeline .....	16
Table 8: Project Stages and Deliverables.....	17
Table 9: DCCA Document Format Requirements.....	21
Table 10: Solution Payment Milestones .....	22

Table 11: Project Team Qualifications.....30  
Table 12: Project Proposal Evaluation Criteria .....31

## SECTION 1. INTRODUCTION AND KEY DATES

### 1.1 NOTICE TO OFFERORS

Offerors are encouraged to read each section of the solicitation thoroughly. While sections may appear similar, they may not be identical. It is the responsibility of the Offeror to understand the requirements.

Offerors shall note that this solicitation will result in a contract with the DCCA.

### 1.2 INTRODUCTION

The Hawaii DCCA is requesting proposals for continued efforts to develop and establish a centralized call center utilizing artificial intelligence (AI) technology with knowledge-based content to enhance customer experience and interactions with the department. Functionality has already been built using the Salesforce platform and will require integration with this effort.

The objective of the Centralized Call Center Development and Refinement initiative is to centralize the call center operations of the department which includes but not limited to the Business Registration Division (BREG), Division of Consumer Advocacy (DCA), Insurance Division (INS), and Professional and Vocational Licensing Division (PVL). The strategy includes implementing Interactive Voice Response (IVR) enhancements. In addition, seamless integration with existing call centers in the Regulated Industries Complaints Office (RICO) and the Office of Consumer Protection (OCP) is required.

### 1.3 ACRONYMS

Table 1: List of Acronyms

TERM/ACRONYM	DESCRIPTION
AI	Artificial Intelligence
ALM	Application Lifecycle Management
BAFO	Best and Final Offer
BREG	Business Registration Division
COGS	Certificate of Good Standing
CRM	Customer Relationship Management
DCA	Division of Consumer Advocacy
DCCA	Department of Commerce and Consumer Affairs

TERM/ACRONYM	DESCRIPTION
DED	Deliverable Expectation Document
DD&I	Design, Development & Implementation
DLIR	Department of Labor and Industrial Relations
DOTAX	Department of Tax
ETS	State of Hawaii Office of Enterprise Technology Services
HCE	Hawaii Compliance Express
HlePRO	State of Hawaii eProcurement System
HRS	Hawaii Revised Statutes
HST	Hawaii Aleutian Standard Time
INS	Insurance Division
IRS	Internal Revenue Service
IT	Information Technology
IVR	Interactive Voice Response
KPI	Key Performance Indicators
M&O	Maintenance and Operations
NTP	Notice to Proceed
OCM	Organizational Change Management
OCP	Office of Consumer Protection
Offeror	Vendor submitting a proposal in response to this RFP
PM	Project Manager
PMP	Project Management Plan
POC	Point of Contact
PVL	Professional and Vocational Licensing
RICO	Regulated Industries Complaints Office
RFP	Request for Proposals
SEC/SEB	Securities Compliance Branch/Securities Enforcement Branch
SIT	System Integration Testing

TERM/ACRONYM	DESCRIPTION
SME	Subject Matter Expert
SOW	Statement of Work
SLA	Service Level Agreement
SPO	State Procurement Office
State	State of Hawaii, including its departments and political subdivisions
UAT	User Acceptance Testing

#### 1.4 KEY DATES

The table below presents the State’s best estimate of the procurement schedule that will be followed for the Project. All times indicated are Hawaii Aleutian Standard Time (HST). If a component of this schedule, such as “Proposal due” is delayed, the rest of the schedule is likely to be shifted by the same number of days. Any change to the RFP schedule and key dates shall be reflected, and issued, in an addendum.

**Table 2: Key Solicitation Dates**

ACTIVITY	DATE
Release of RFP	7/8/2024
Date to submit questions (only emailed questions will be answered)	7/15/2024
State response to questions (will be posted to HlePRO)	7/22/2024
Proposals due	7/29/2024
Proposal Evaluations	7/30/2024
Discussion with Priority Listed Offerors – if necessary	8/2/2024
Best and Final Offer (BAFO) – if necessary	8/6/2024
Notice of Award	8/8/2024
Contract Start Date	Upon NTP

#### 1.5 AUTHORITY

This solicitation is issued under the provisions of the Hawaii Revised Statutes (HRS) Chapter 103D and its administrative rules. All prospective Offerors are notified that contract acceptance signifies acceptance and concurrence of all



requirements of the cited authorities. The DCCA reserves the right to reject any or all proposals received, or to cancel this solicitation, if it is in the best interest of the State.

## 1.6 ORGANIZATION

This solicitation is organized into four sections with an appendix:

**Section 1, Introduction and Key Dates:** Provides prospective Offerors with an overview of the procurement process.

**Section 2, Background and Scope of Work:** Provides Offerors with a general description of the tasks to be performed, delineates Offeror responsibilities, defines deliverables and requirements.

**Section 3, Proposal Preparation Instructions:** Describes the required format and content for the proposal.

**Section 4, Proposal Evaluation:** Describes how proposals will be evaluated.

## 1.7 CONTRACTING OFFICER AND DESIGNATED STATE PERSONNEL

The Contracting Officer or Point of Contact (POC) designee is responsible for overseeing the contract resulting from this solicitation, including system operations, fiscal agent operations, and monitoring / assessing performance. The Contracting Officer or designee shall serve as the primary liaison with Offerors during all phases of the solicitation process and with the contractor during all stages of the project.

The State personnel who are designated to perform the key roles in this procurement are listed below.

**Table 3: Contracting Officer**

<b>NAME:</b>	Dean I. Hazama
<b>TITLE:</b>	DCCA, Deputy Director
<b>BUSINESS ADDRESS:</b>	335 Merchant Street, Room 310 Honolulu, HI 96813

**Table 4: POC Designee/Project Manager**

<b>NAME:</b>	Rhoda Castillo
<b>TITLE:</b>	DCCA, Program Analyst

<b>BUSINESS ADDRESS:</b>	335 Merchant Street Honolulu, HI 96813
<b>EMAIL:</b>	<a href="mailto:rzcastil@dcca.hawaii.gov">rzcastil@dcca.hawaii.gov</a>

## 1.8 ELECTRONIC PROCUREMENT

**1.8.1** The State has established the Hawaii State eProcurement (HlePRO) System to promote an open and transparent system for vendors to compete for State contracts electronically. Offerors interested in responding to this solicitation must be registered on HlePRO. Registration information is available at the State Procurement Office (SPO) website: <http://spo.hawaii.gov/HlePRO/>, then select HlePRO Vendor Registration Guide.

**1.8.2** The State will use HlePRO to issue the solicitation, receive Offers, and issue Addenda. Addenda and the other information and materials shall be provided by the State through HlePRO, including additions or changes with respect to the dates. The State is not responsible for any delay or failure of any Offeror to receive any materials updated through the RFP process on a timely basis.

**1.8.3** As part of this procurement process, Offerors are informed that awards made for this solicitation, if any, shall be done through the HlePRO and shall therefore be subject to a mandatory 0.75% transaction fee, not to exceed \$5,000 for the contract period. The mandatory fee is applicable for awards made by Hawaii government agencies only, calculated on a quarterly basis for the first year only. This transaction fee shall be based on the total sales made against this contract, payable to Hawaii Information Consortium, LLC (HIC) dba Tyler Hawaii, the vendor administering HlePRO. Refer to the RFP Section 1.22 Payment of HlePRO Fee.

**1.8.4** HlePRO Special Instructions. Offeror shall review all special instructions located in HlePRO. Offerors are responsible for ensuring that all necessary files are attached to their offer prior to the proposal deadline. Offerors are advised that they should not wait until the last minute to submit their proposal on HlePRO. Offerors should allow ample time to review their submitted proposal, including attachments, prior to the proposal deadline.

## 1.9 SUBMITTAL OF QUESTIONS

If a Prospective Offeror believes that any provision of the solicitation is unclear, or would prevent them from providing a meaningful Offer, they shall submit questions to the State POC via email requesting clarification on or before the question

submittal deadline. Each question shall identify the page, section number, paragraph, and line or sentence of such provision(s) to which the question applies.

## **1.10 SUBMITTAL OF PROPOSALS**

Submittal of a proposal shall constitute an incontrovertible representation by the Offeror of compliance with every requirement of this solicitation and that documents are sufficient in scope and detail to indicate and convey reasonable understanding of all terms and conditions.

Before submittal of a proposal each Offeror should:

- a. Examine the documents thoroughly (documents include this solicitation, any addenda, attachments, and other relevant documentation), and
- b. Become familiar with state, local and federal laws, ordinances, rules and regulations that may in any manner affect cost, progress, or performance of the work required.

### **1.10.1 Specific Requirements**

Specific requirements and specifications are included in Section 2, Background and Scope of Work. These requirements detail the scope of work, and specifications and special considerations, if any, for this solicitation.

### **1.10.2 Multiple or Alternative Proposals**

Multiple or alternative proposals shall not be accepted. Offerors may submit only one proposal in response to this solicitation. If an Offeror submits more than one proposal, then all such proposals shall be rejected.

### **1.10.3 Hawaii Compliance Express (HCE)**

Vendors will use the HCE, which is an electronic system that allows vendors/contractors/service providers doing business with the State to quickly and easily demonstrate compliance with applicable laws. It is an online system that replaces the necessity of obtaining paper compliance certificates from the Hawaii State Department of Taxation (DOTAX), Federal Internal Revenue Service (IRS), Hawaii State Department of Labor and Industrial Relations (DLIR), and DCCA. Prior to awarding this contract, the State shall verify compliance of the Contractor.

Vendors not utilizing the HCE to demonstrate compliance shall provide the paper certificates to the State as instructed below. All certificates must be valid on the date they are received by DCCA. Timely applications for all applicable clearances are the responsibility of the Offeror.

#### **1.10.4 HRS Chapter 237 tax clearance requirement for award**

Pursuant to Section 103D-328, HRS, the Contractor is required to submit a tax clearance certificate issued by the DOTAX and the IRS. The certificate shall have an original green certified copy stamp and shall be valid for six (6) months from the most recent approval stamp date on the certificate.

The Tax Clearance Application, Form A-6, and its completion and filing instructions, are available on the DOTAX website: <http://tax.hawaii.gov/forms/>.

#### **1.10.5 HRS Chapters 383 (Unemployment Insurance), 386 (Workers' Compensation), 392 (Temporary Disability Insurance), and 393 (Prepaid Health Care) requirements for award**

Pursuant to §103D-310(c), HRS, the awarded responsive Offeror is required to submit a certificate of compliance issued by the DLIR. The certificate is valid for six (6) months from the date of issue and must be valid on the date it is received by the Hawaii Office of Enterprise Technology Services (ETS). A photocopy of the certificate is acceptable.

The DLIR Form LIR#27 Application for Certificate of Compliance with Section 3-122-112, Hawaii Administrative Rules (HAR), and its filing instructions are available on the DLIR website: <http://labor.hawaii.gov/forms/>.

#### **1.10.6 Compliance with Section 103D-310(c), HRS, for an entity doing business in the State**

The Contractor shall be required to submit a Certificate of Good Standing (COGS) issued by the DCCA - Business Registration Division (BREG). The Certificate is valid for six (6) months from date of issue and must be valid on the date it is received by ETS. A photocopy of the certificate is acceptable to the ETS. To obtain the certificate, the Contractor must be registered with the BREG. A sole proprietorship is not required to register with the BREG and is therefore not required to submit the certificate. More information regarding online business registration and the COGS is available at <http://cca.hawaii.gov/breg/>.

#### **1.10.7 Timely Submission of all Certificates**

If any valid certificate is not submitted by the time of award, an Offeror whose bid is otherwise responsive and responsible will not receive the award.

#### **1.10.8 Campaign Contributions by State and County Contractors**

Offerors are hereby notified of the applicability of HRS section 11-355, which states that campaign contributions are prohibited from specified State or county government contractors during the term of the contract if the contractors are paid with funds appropriated by a legislative body. For more information, FAQs are available at the Campaign Spending Commission webpage. (<http://hawaii.gov/campaign>). Information on spending issues should be directed to the Campaign Spending Commission's Executive Director or its General Counsel at (808) 586-0285.

### **1.10.9 Confidential Information**

If an Offeror believes any portion of a proposal contains information that should be withheld as confidential, the Offeror must make that designation within the proposal response. More detail regarding this requirement is provided in RFP Section 3.

**Offerors shall note that price is not considered confidential and will not be withheld.**

### **1.10.10 Disposition of Proposals**

All proposals and other materials submitted by Offerors become property of the State.

### **1.10.11 Withdrawal or modification of proposals**

A proposal may be withdrawn or modified at any time prior to, but not after, the proposal submittal deadline. Withdrawal or modification shall comply with the requirements of HAR section 3-122-16.07. A withdrawal or modification must be submitted before the proposal submittal deadline but shall not prejudice the right of an Offeror to submit a new proposal or a modification before or on the proposal submittal deadline.

## **1.11 DISCUSSIONS WITH OFFERORS**

### **1.11.1 Prior to Submittal Deadline**

Offerors are encouraged to submit written questions via email only if they desire no later than the date specified in the HlePRO solicitation. Questions over the telephone will not be accepted or answered.

### **1.11.2 After Proposal Submittal Deadline**

Discussions may be conducted with Offerors whose proposals may possibly be selected for award, but proposals may be accepted without discussions in accordance with HAR section 3-122-53. The contents of any proposal will not be disclosed during the review, discussion, or evaluation process.

## **1.12 ADDITIONAL MATERIALS AND DOCUMENTATION**

Each Offeror shall submit any additional materials and documentation reasonably required by DCCA during its evaluation of the proposals upon request.

## **1.13 AMENDMENTS**

Changes to this solicitation including but not limited to contractual terms and procurement requirements shall only be changed via formal written addenda issued by the State. The State accepts no responsibility for a prospective Offeror not receiving solicitation documents or revisions to the solicitation. It is the responsibility of the prospective Offeror to monitor HlePRO to obtain addenda or other information relating to the solicitation.

## **1.14 CANCELLATION OF SOLICITATION**

The solicitation may be canceled and any or all proposals may be rejected in whole or in part, when it is determined to be in the best interest of the State.

## **1.15 COSTS FOR PROPOSAL PREPARATION**

Any costs incurred by Offerors in preparing or submitting a proposal are the Offerors' responsibility. The State will not be liable for any costs, expenses, loss of profits or damages whatsoever that are incurred by any Offeror in the event this solicitation is canceled, or a proposal is rejected in whole or in part.

## **1.16 REJECTION OF PROPOSALS**

The State reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements set forth in this RFP which demonstrate an understanding of the problems involved and comply with the specifications. Any proposal offering any other set of terms and conditions or terms or conditions contradictory to those included in this solicitation may be rejected without further notice.

A proposal may be automatically rejected for any one or more of the following reasons:

- a. Failure to cooperate or deal in good faith
- b. Late proposal
- c. Inadequate response to RFP

- d. Proposal not responsive
- e. Offeror not responsible

### **1.17 NOTICE OF AWARD AND EXECUTION OF CONTRACT**

A Notice of Award or Notice of Non-Selection shall be provided to Offerors through HlePRO upon completion of the evaluation of all proposals.

An award, if any, will be made after opening of proposals or best and final offers, as the case may be. Prices quoted by Offerors shall remain firm for the period.

The successful proposal shall become part of the contract along with any issued addenda. No work is to be undertaken by the awardee prior to the contract commencement date. The State of Hawaii is not liable for any costs incurred prior to the official commencement date.

The successful Offeror receiving the award shall be required to enter into a formal written contract. No performance or payment bond is required. A Notice to Proceed (NTP) will be issued upon execution of the contract. The official commencement date of the resulting contract shall be the date indicated in the NTP. By mutual consent, a signed project management plan will be used as an NTP.

Any agreement arising out of this solicitation is subject to approval of the Department of the Attorney General as to form and may be subject to further approvals as required by statute, regulation, rule, order, or other directive.

### **1.18 PROTESTS**

Any Offeror may file a protest against the award of the contract. The Notice of Protest form is available on the State Procurement Office (SPO) website. Only the following matters may be protested:

- a. A State purchasing agency's failure to follow procedures established by Chapter 103D, HRS
- b. A State purchasing agency's failure to follow any rule established pursuant to Chapter 103D, HRS
- c. A State purchasing agency's failure to follow any procedure, requirements, or evaluation criterion in a request for proposals issued by the State purchasing agency

### **1.19 AVAILABILITY OF FUNDS**

The award of a contract and any allowed renewal or extension thereof is subject to the availability of State funds.

## **1.20 GENERAL AND SPECIAL CONDITIONS OF CONTRACT; LIQUIDATED DAMAGES**

The general conditions that will be imposed contractually can be found in HRS Chapter 103D. Special conditions due to the nature of the project include the requirement that the contractor must maintain a permanent onsite presence on Oahu to attend in person meetings, workshops, demos, etc., on an as required basis. Other special conditions may also be imposed contractually by the State purchasing agency as deemed necessary.

Liquidated damages are fixed at \$100 per calendar day for any failure of the contractor to perform in whole or in part any of its obligations.

## **1.21 TRAVEL**

Travel is not anticipated, either during the initial contract or any subsequent contract in support of the Project

## **1.22 COST PRINCIPLES**

In order to promote uniform purchasing practices among State purchasing agencies, State purchasing agencies utilize standard cost principles. Nothing in this section shall be construed to create an exemption from any cost principle arising under federal law.

## **1.23 PAYMENT OF HlePRO FEE**

HlePRO is administered by HIC. HIC shall invoice the Contractor(s) directly for payment of transaction fees. Payment must be made to Hawaii Information Consortium, LLC dba Tyler Hawaii within thirty (30) days from receipt of invoice. HIC is an intended third-party beneficiary of transaction fees, which are used to fund the operation, maintenance, and future enhancements of the HlePRO system.

## **1.24 CONFLICT OF INTEREST EXCLUSION**

Specifically related to the Centralized Call Center Development and Refinement Project, proposal responses must include an attestation that the Contractor/subcontractor does not have any financial, marketing, contractual or business involvement with the DCCA and/or its vendors.



## 1.25 SATISFACTORY EVIDENCE OF ORGANIZATIONAL AND FINANCIAL STABILITY

Contractor (and each subcontractor) is required to provide satisfactory evidence of organizational and financial stability. The following must be submitted and included with the proposal; vendors who do not submit this information or, at the determination of the State, do not have the requisite level of organizational and financial stability, will be excluded from further consideration in the evaluation:

- Legal name. The Contractor is requested to submit its offer using Contractor's exact legal name as registered with the IRS.
- Company profile, location, and organizational structure (including identification of officers and key management).
- Company financial statements. Specifically, most recent balance sheet, income statement, cash flow statement, shareholders' equity statement. In addition to a description and explanation of the company's position, the following ratios must also be submitted:
  - Solvency:  $(\text{Net Income} + \text{Depreciation}) \div (\text{Short-Term Liabilities} + \text{Long-Term Liabilities})$ .
  - Current:  $\text{Current Assets} \div \text{Current Liabilities}$ .
  - Total Debt/Equity:  $\text{Total Debt} \div \text{Total Equity}$ .
  - Total Debt/Total Assets:  $\text{Total Debt} \div \text{Total Assets}$ .
- Disclosure of all current or past involvement in litigation or legal dispute of performance on any contract, including resolution/findings.

## 1.26 INSURANCE

Prior to the contract start date, the Contractor shall procure at its sole expense and maintain insurance coverage acceptable to the State in full force and effect throughout the term of the Contract. The Offeror shall provide proof of insurance for the following minimum insurance coverage(s) and limit(s) in order to be awarded a contract. The type of insurance coverage is listed as follows:

### A. Commercial General Liability Insurance

Commercial general liability insurance coverage against claims for bodily injury and property damage arising out of all operations, activities or contractual liability by the Contractor, its employees and subcontractors during the term of the Contract. This insurance shall include the following coverage and limits specified or required by any applicable law: bodily injury and property damage coverage with a minimum of \$1,000,000 per occurrence; personal and advertising injury of \$1,000,000 per occurrence; broadcasters' liability insurance of \$1,000,000 per occurrence; and with an aggregated limit of \$2,000,000. The commercial general

liability policy shall be written on an occurrence basis and the policy shall provide legal defense costs and expenses in addition to the limits of liability stated above. The Contractor shall be responsible for payment of any deductible applicable to this policy.

- B. Appropriate levels of per occurrence insurance coverage for workers' compensation and any other insurance coverage required by Federal or State law.

The Contractor shall deposit with the SPO, on or before the effective date of the Contract, certificate(s) of insurance necessary to satisfy the SPO that the provisions of the Contract have been complied with, and to keep such insurance in effect and provide the certificate(s) of insurance to the SPO during the entire term of the Contract. Upon request by the SPO, the Contractor shall furnish a copy of the policy or policies.

The Contractor will immediately provide written notice to the SPO and contracting department or agency should any of the insurance policies evidenced on its Certificate of Insurance form be cancelled, limited in scope, or not renewed upon expiration.

The certificates of insurance shall contain the following clauses:

- A. "The State of Hawaii is added as an additional insured as respects to operations performed for the State of Hawaii."
- B. "It is agreed that any insurance maintained by the State of Hawaii will apply in excess of, and not contribute with, insurance provided by this policy."

Failure of the Contractor to provide and keep in force such insurance shall constitute a material default under the Contract, entitling the State to exercise any or all of the remedies provided in the Contract (including without limitation terminating the Contract). The procuring of any required policy or policies of insurance shall not be construed to limit the Contractor's liability hereunder, or to fulfill the indemnification provisions of the Contract. Notwithstanding said policy or policies of insurance, the Contractor shall be responsible for the full and total amount of any damage, injury, or loss caused by the Contractor's negligence or neglect in the provision of services under the Contract.

## SECTION 2. BACKGROUND AND SCOPE OF WORK

### 2.1 BACKGROUND

The Department of Commerce and Consumer Affairs wishes to enter into a contract for continued efforts to develop and establish a centralized call center and utilize artificial intelligence (AI) technology with knowledge-based content to enhance customer experience and interactions with the department. Functionality has already been built using the Salesforce platform and will require integration with this effort.

#### **Current Functionality**

Only BREG, PVL and RICO have established call centers, none are centralized within the department.

### 2.2 SOLUTION DESCRIPTION

The DCCA is seeking a solution that will enhance the department's ability to efficiently leverage AI and other technologies to enhance service to our customers. This will be achieved through the configuration and implementation of an integrated Cloud CRM and AI capabilities to respond to and automate the current labor-intensive, mostly manual processes. The proposed solution should:

- Improve accessibility and sharing of information among stakeholders
- Provide real-time sharing and reporting
- Increase customer experience when contacting DCCA
- Ease the collection of content and reference information and artifacts
- Provide the ability to better forecast and plan for anticipated high volume activities and events
- Track the overall customer satisfaction

#### **Proposed Functionality and Services**

DCCA seeks a provider to define, design, configure, and implement a comprehensive call center solution which interfaces with online portals to satisfy the requirements in Section 2.3 below.

### 2.3 SCOPE OF WORK

All vendor services shall be provided in accordance with this RFP, including any attachments and addenda. The vendor shall work alongside State staff in coordinated teams to:

1. Provide overall **management, supervision, and administrative support** of all activities performed by the vendor, working in close collaboration with the State PM to coordinate project activities that involve State staff and ensure timely project completion.
2. Develop **deliverables** identified in the RFP. These will be reviewed and formally approved by DCCA representatives.
3. Perform **requirements gathering** and analysis, identify process improvements (“As-Is” and “To-Be” process flows), and develop and implement user interface designs.
4. Provide Tier 2 **Help Desk** support throughout the duration of the contract, and Maintenance and Operations contract.
5. Plan, organize, and schedule all **organizational change management (OCM)** activities for the project. The vendor shall work closely with DCCA staff to perform OCM activities that will promote internal and external adoption of the new solution.

The DCCA expects to assign the following roles to the Project.

**Table 5: Expected DCCA Key Team Roles**

ROLE	COUNT
Product Owner	1
Project Manager / Lead Business Analyst / OCM Lead	1
Technical Lead	1
Additional SMEs	As Needed

**DCCA Responsibilities**

The DCCA will be responsible for performing the following high-level tasks during the project:

1. Providing project leadership to support successful project completion.
2. Contributing to the identification of issues/risks and the development of resolution and mitigation strategies.
3. Providing subject matter expertise and materials to inform the vendor of business, technical and interface requirements.
4. Reviewing and approving deliverables submitted.
5. Attending organized training delivered.
6. Providing staff to support testing and conducting user acceptance testing.

## Anticipated Project Timeline

The anticipated not-to-exceed project timeline is shown below.

**Table 6: Anticipated Project Timeline**

<b>MAJOR PROJECT PHASE</b>	<b>NOT-TO-EXCEED TIMELINE</b>
<b>Project initiation and Planning</b>	Month 1 and 2
<b>Design, development, and implementation (including 90-day solution acceptance period after all functionality is in production)</b>	Month 3 through 12
<b>Warranty</b>	1 year from solution acceptance
<b>Ongoing Maintenance and Operations Support</b>	Annual contract, initiated at solution acceptance

## Project Stages and Deliverables

Table 8 lists the proposed major stages and deliverables for the project. Deliverables shall be submitted to the State project manager for review on a timely basis. All deliverables require State signoff as acknowledgement that the deliverable was satisfactorily performed/developed.

**Table 7: Project Stages and Deliverables**

STAGE	DELIVERABLE
<b>Project Initiation and Planning</b>	A. Project Management Plan and Project Schedule B. Status Report DED C. Training Plan D. OCM Plan E. Process Analysis Documentation (As-Is, To-Be Process Flows) F. User Stories
<b>Iterations</b>	A. System Test Scripts B. System Test Results
<b>Production Releases</b>	A. UAT Test Scripts B. Training Materials (User Manual, Training Videos)
<b>Project Completion</b>	A. Turnover Activities B. Updated System Documentation C. Maintenance and Operations Plan

**2.3.1 PROJECT INITIATION AND PLANNING**

The vendor shall manage the project from start to finish, and as appropriate, recommend tools and add-ons to reduce costs as well as optimize functionality throughout the project duration for the DCCA’s consideration and approval. During the initial planning phase, the vendor shall collaborate with DCCA to propose and develop an iterative approach to providing functionality in accordance with the State’s needs and in concert with solution capabilities.

During the project initiation task, the vendor shall conduct a kick-off meeting with the DCCA Project team to review the project background, understand the expectations of the DCCA, discuss the high-level engagement approach, and clarify project roles and responsibilities. Resource constraints, scheduling conflicts and other potential risks must then be identified for the development of early mitigation strategies and eventual development of an iterative implementation strategy, or development roadmap.

At a minimum, the vendor shall develop the deliverables (in draft and final form) as outlined in the project stages and deliverables table as described below:

**A. Project Management Plan (PMP) and Project Schedule.** The vendor shall meet with the DCCA Project team to ensure there is mutual understanding and agreement on how the project will proceed. The vendor shall propose a mix of in-person and video/audio conferencing sessions to support project meetings. This approach must be described in the PMP, and subsequently mutually agreed upon with the State.

**B. Status Report DED.** The vendor shall deliver a Weekly Status Report to the State PM to track and monitor the performance of each project task. The vendor shall use the ALM-tool reporting capabilities (or other tools specified in the proposal response) for status reporting and project monitoring purposes and attend weekly meetings with the DCCA Project team to report on project status. During project initiation, the vendor shall develop the Status Report DED. The Status Report must, at a minimum, include the following:

- Planned activities / project schedule review
- Status of work completed
- Upcoming activities / objectives for the next reporting period
- Risk/issues log and mitigation plans
- Action items/decision log

Ongoing status reporting (to include risk/issue management) will begin in this phase and persist throughout the life of the project.

**C. Test Strategy.** As part of Project planning, the vendor shall collaborate with DCCA to develop an overall Solution Test Strategy document. The Test Strategy must define the vendor's test planning and testing work.

**D. Training Plan.** The vendor shall, in collaboration with DCCA, develop a Training Plan for the users. The vendor shall offer Tier 1 help desk support training to up to 2 system administrators. The vendor shall also train select staff to develop reports/dashboards. All documentation provided will be the property of State upon project close. The vendor shall create and support the training environment including, but not limited to, providing training data sets and providing automation and other procedures to efficiently reset the training (and other) environments as needed.

**E. Organizational Change Management (OCM) Plan.** The vendor shall develop an OCM Plan and lead all aspects of OCM. The DCCA is looking to the vendor to provide services that will help drive stakeholder buy-in as well as prepare, equip, and support the employees for a successful go-live and overall project success. The vendor shall work closely with the DCCA OCM Lead to perform early planning during project initiation, perform a stakeholder analysis, and document OCM strategies, plans and activities as well as coordinate and draft comprehensive

stakeholder communications throughout the project. The vendor OCM Plan must outline vendor and DCCA roles, responsibilities and expectations.

**F. Process Analysis Documentation (As-Is, To-Be Process Flows).** The vendor shall perform requirements gathering and create process flows in order to incorporate process improvements into the new Solution design. The vendor shall identify workflow and task management improvements (e.g., integrate and optimize the use of AI and other technologies such as Chat Bots, etc. into To-Be processes) to increase the efficiency of current operations. During this analysis the vendor shall work with DCCA to determine relevant Key Performance Indicators (KPIs).

**G. User Stories.** DCCA has developed the Solution requirements that are included in this RFP (see Appendix D). The vendor shall collaborate with DCCA to clarify/elaborate the requirements and other key solution details in order to develop User Stories.

The vendor, working with DCCA, shall use the requirements included in the RFP to create User Stories. All User Stories must be well formed in accordance with an agreed upon template, method, and/or format. The vendor shall accurately track important discussion details and assumptions with regard to specific requirements and user stories.

The vendor and DCCA shall collaborate and confirm that User Stories are appropriate.

**H. System Test Scripts.** The vendor shall include system integration testing (SIT) based on agreement with the State. The vendor shall create system test scripts and modify or create new test scripts if a defect slipped through testing.

The vendor shall thoroughly test the Solution before the DCCA UAT team(s) begin testing. The system tests that are developed must be repeatable and must be directly traceable to the User Stories and other system requirements. Defects identified during UAT must be traced back to flaws in system test scripts and rectified. Test scripts must be modified, or new ones created if a defect slips through to UAT.

For each release, the vendor shall follow structured testing for component (Unit) and system testing. The testing must include an emphasis on testing new functionality as well as comprehensive regression tests (automated when possible and manual where necessary) to confirm existing functionality has not been disrupted. Identified defects must be corrected. The vendor shall test all functionality before DCCA UAT, load and performance testing.

**I. System Test Results.** The vendor shall document the system test results after completion and present them to DCCA for review and approval. The vendor shall execute the test scripts and provide testing results with minimal assistance. Prior



to being promoted to UAT, the test scripts must pass with user security/permissions enabled. The vendor shall perform regression testing, as needed, prior to UAT. The vendor shall correct deficiencies or defects identified during regression testing.

### **2.3.2 PROJECT COMPLETION**

Solution Acceptance and Warranty are critical parts of the project completion process. The vendor shall be responsible for unlimited, no-cost defect repair throughout the solution acceptance period. The solution acceptance period begins after all Solution functionality is in production (i.e., the production solution after the final release) and continues for a period of 90 days or until all known defects have been resolved. The DCCA will not modify the solution during this solution acceptance period.

The warranty period begins at the moment solution acceptance is completed. Warranties regarding material defects, merchantability, and fitness are for a period of one-year. If any portion of the work fails to comply with these warranties, and the vendor is so notified in writing, the vendor shall correct such failure with all due speed or must refund the amount of the compensation paid for such portion of the work. The vendor also shall indemnify the State for any direct damages and claims by third parties based on a breach of these warranties. This obligation of indemnification will not apply where the State has modified or misused the Solution deliverable and the claim is based on the modification or misuse. The State will give the vendor notice of any such claim as soon as reasonably practicable. If a successful claim of infringement is made, or if the vendor reasonably believes that an infringement claim that is pending may actually succeed, the vendor shall do one of the following things: (1) modify the deliverable so that it is no longer infringing; (2) replace the deliverable with an equivalent or better item; (3) acquire the right for the State to use the infringing deliverable as it was intended for the State to use, or (4) remove the deliverable and refund the amount the State paid for the deliverable and the amount of any other deliverable or item that requires the availability of the infringing deliverable for it to be useful to the State.

Upon the successful completion of the designated solution acceptance period, the vendor shall perform all activities necessary to close out the Project. The vendor shall organize and turn over to the State, in an acceptable organized electronic form, all files, documents and other Project artifacts produced for use by the Project within 10 business days after solution acceptance. Copies of all informal documents (e.g. cheat sheets, informally documented procedures, lists or notes) used by vendor personnel to support the system must also be indexed and turned over to DCCA.

Vendor services and deliverables during the project completion stage are as follows:

**A. Turnover Activities.** The vendor shall perform a turnover session(s) with DCCA. The vendor shall make any necessary updates to the training materials completed throughout the project and combine the materials into a consolidated format for ease of use.

**B. Maintenance and Operations Plan.** The vendor shall include in this proposal response, the annual maintenance and operations cost.

The vendor shall develop the first-year maintenance and operations plan that will initiate after the solution acceptance is complete. During the M&O period, the vendor shall be subject to the project's service level agreements.

**C. Final Solution Project Completion Checklist.** The vendor shall collaborate with DCCA to develop the list of items to confirm transfer of all relevant materials to the DCCA at project end. DCCA executive sponsor signature on the final checklist will designate project completion. At a minimum, the list must include:

- Confirmation that all turnover documentation is complete and accurate
- Documentation and discussion of lessons learned.

## 2.4 FORMAT REQUIREMENTS

The vendor shall provide all deliverables, reports, analyses, etc., whether in draft or final directly to DCCA in the specified format. The deliverables for this contract must be provided via electronic media, using the software standards (or lower convertible versions) depicted in the table below.

Table 8: DCCA Document Format Requirements

DOCUMENT TYPE	FORMAT
Word Processing	Microsoft Word 2016, or newer
Spreadsheets	Microsoft Excel 2016, or newer
Graphics	Microsoft PowerPoint 2016, Visio 2016 or newer
Project Management	Microsoft Project 2016, or newer (or other comparable product)

## 2.5 STATE FURNISHED ITEMS

The State will provide access to project information, including, but not limited to, technical documentation and project status data, as well as access to State and DCCA project personnel for information related to the project. The State is not responsible for providing clerical or administrative support to the contractor.

## 2.6 TERM OF CONTRACT

The vendor shall enter into a contract with the DCCA to provide services for a period of twelve (12) months from the commencement date on the NTP. Unless terminated, the contract may be extended for additional twelve (12) month periods or portions thereof without rebidding, upon mutual agreement. A separate funding document for maintenance and operations, containing at a minimum the requirements outlined in RFP Section 2.3 SOW, is anticipated immediately following solution acceptance.

## 2.7 PAYMENT

Incremental payments shall be made to the awarded Contractor upon receipt of services and deliverables in accordance with payment milestones that meet the expectations of the RFP. The payment milestones are reflected below.

**Table 9: Solution Payment Milestones**

PAYMENT MILESTONES	PAYMENT
Project Initiation and Planning	10%
Iteration Complete	30% divided by number of approved iterations
Solution Acceptance	60%

State authorization for payment and the payment itself do not indicate the State has accepted the Deliverables associated with the payment. The State's acceptance of the Deliverables that are part of developing the Project is conditioned on a successful performance test upon completion of the Project.

## SECTION 3. PROPOSAL PREPARATION INSTRUCTIONS

### 3.1 PROPOSAL STRUCTURE AND LABELING

Proposals must be detailed and concise. Each proposal must be labeled and organized in a manner that is congruent with the requirements and terminology used.

### 3.2 PROPOSAL SUBMITTAL INSTRUCTIONS

Proposals must be received by 2:00 p.m. HST on July 29, 2024 through the HlePRO. Hard copies will not be accepted.

### 3.3 ELECTRONIC SUBMITTAL OF PROPOSALS

Proposals must be submitted and received electronically through HlePRO prior to submittal deadline. This electronically submitted offer will be considered the original. Any offers received outside of the HlePRO, including faxed or e-mailed bids, shall not be accepted or considered for award. Any offer received after the due date and time shall be rejected.

**The maximum file size that HlePRO can accept is 100MB. Files larger than 100MB must be split into two or more files.**

Submittal of a proposal constitutes an incontrovertible representation by the Offeror that the Offeror agrees to comply with every requirement of this solicitation, and that the documents are sufficient in scope and detail to indicate and convey reasonable understanding of all terms and conditions of performance of the work.

### 3.4 PROPOSAL FORMAT AND CONTENT

All proposals must be submitted in size 12 Arial font or equivalent and include information in the following format and sequence:

#### Table of Contents

A table of contents must be included with each proposal. All major parts of the proposal shall be identified by referencing page number.

#### Transmittal Letter

The transmittal letter, not to exceed one (1) page, shall clearly identify the RFP number and name. Provide within the transmittal letter the required conflict of interest attestation, described in RFP Section 1.23. In addition, the transmittal letter

must include the System Integrator exact legal name, and the name and contact information of the person the State should contact regarding the proposal.

### Offeror Experience and Capabilities

Proposals shall describe the Offeror's qualifications for performing the Centralized Call Center Development and Refinement Project. This section of the proposal response must be 10 or fewer pages not including client lists, qualification forms or resumes. The Experience and Capabilities Section must include at a minimum:

- 1) The number of years the Offeror has been in business and the number of years the Offeror has performed services specified by this RFP.
- 2) A relevant and current client listing.
- 3) The completed Firm Qualifications Form (Appendix B) demonstrating the vendor's ability to meet the mandatory minimum qualifications as described in RFP Section 4. The form must include at least three (3) references from the Offeror's client listing that may be contacted by the State as to the Offeror's past and current job performance.
- 4) The completed Personnel Qualifications Forms (Appendix C), one for each person/required-role combination assigned to the Centralized Call Center Development and Refinement Project. The completed information on each form will include:
  - i. Personnel name.
  - ii. Percent of time resource will be dedicated to the Centralized Call Center Development and Refinement Project.
  - iii. Demonstration of how each individual on the Offeror's proposed team meets the minimum qualifications as described in RFP Section 4.
  - iv. Two (2) references from the individual's client listing that may be contacted by the State as to the individual's past and current job performance.
- 5) A project organization chart for the Offeror's proposed Centralized Call Center Development and Refinement Project team:
  - i. At a minimum, all required roles should be identified in the organization chart associated with a person's name including: Project Manager, Business Analyst, and OCM Lead.

- ii. Only one individual can serve as the Project Manager, yet the Project Manager can serve in multiple roles. Staff other than the PM can serve in multiple roles not including the PM role.
  - iii. Every time a person is associated with a required role in the organization chart (i.e., person #1 is the PM, person #1 is also a business analyst, person #2 is a solution architect, etc.) there must be a separately completed Personnel Qualifications Form.
  - iv. Resumes for all proposed team members must be provided, regardless of whether the individual is serving in a required role or not. The resumes shall include projects and experience that align with the SOW requirements and the role each individual is serving on the vendor project team.
- 6) A summary listing of judgments or pending lawsuits or actions against; adverse contract actions, including termination(s), suspension, imposition of penalties, or other actions relating to failure to perform or deficiencies in fulfilling contractual obligations against your firm. If none, so state.
  - 7) Designation of subcontractors who will be members of the Centralized Call Center Development and Refinement Project team.

#### Offeror Approach and Methodology

Proposals in this response section shall describe, in 30 or fewer pages, the Offeror's:

- 1) Understanding of the scope of work, with an emphasis on the objectives of the Centralized Call Center Development and Refinement initiative as outlined in RFP Section 1.2 Introduction and RFP Section 2.2 Solution Description.
- 2) Proposed Salesforce solution platform and government cloud hosting strategy, including all hardware, software, and tools required to develop and implement the solution. If the vendor is proposing a different portal platform, provide justification within this proposal response section, and State approval will be required.
- 3) Overall description of how the proposed solution and platform are best suited to meet the Centralized Call Center Development and Refinement Project requirements.
- 4) Major work activities for, at a minimum, the services to be performed within each of the RFP SOW project stages: Project Initiation and Planning, and Project Completion.

- 5) The standards that will be used to develop, manage, and implement the Centralized Call Center Development and Refinement Solution.
- 6) High-level project schedule through solution acceptance.
- 7) Expectations of the level of DCCA staff involvement in the project, to include activities and level of effort.
- 8) Underlying assumptions made by the Offeror in developing the project approach and methodology.

#### Offeror Proposed Solution Fit

Offerors shall indicate how the proposed platform is best suited to meet the DCCA's needs and Service Level Agreements (SLAs) in Appendix E. The proposal response must indicate the Offeror's agreement with the SLAs and can include proposed changes or additions that the State will consider, with no guarantee of acceptance, during any State initiated contract negotiations.

#### Offeror Pricing Schedule

The Centralized Call Center Development and Refinement Project will be performed on a fixed fee, not-to-exceed deliverable/milestone basis per the payment schedule provided in RFP Section 2.7.

Pricing shall be comprised of professional fees and expenses to complete the work and include the cost of any recommend tools and/or add-ons to optimize functionality. The vendor shall present all costs, licensing terms, and specifications as well as any other infrastructure and/or support costs associated with the public portal, and any other tools that shall use to complete the project.

Offerors are required to provide the following costs which are not part of the \$1,300,000 not-to-exceed cost identified in the administrative requirements section of this RFP:

- 1) The licensing cost for the CRM platform with the understanding that the DCCA may purchase the licenses separately, at the discretion of the State. The license cost will not be included in the cost evaluation and scoring.
- 2) First year cost for the M&O contract as described in the RFP SOW. This cost will be included in the cost evaluation and scoring.

In addition, the vendor should document any pricing assumptions as appropriate (e.g., requirements that are deemed unnecessary or irrelevant due to the vendor's approach/toolkit, approach to the public customer portal, requirement fulfillment limitations, etc.).

The Pricing Section must include Offeror's response to Appendix A.

### Satisfactory Evidence of Financial and Organizational Stability

Offeror shall provide the required information as described in RFP Section 1.24 and shall disclose any prior and pending litigation to which it is a party, including the disclosure of any outstanding judgments. If applicable, please explain.

### Exceptions

Offeror shall list any exceptions taken to the terms, conditions, specifications, or other requirements contained within. Offeror shall reference the section where exception is taken, describe the exception, and provide a proposed alternative if appropriate. Failure to note any exception means that Offeror accepts and will comply with every term, condition, and requirement of this solicitation. The State reserves the right to not accept any exceptions or alternative proposals by an Offeror.

### Confidential Information

All confidential, protected, or proprietary information must be included in this section of proposal. Do not incorporate protected information throughout the Proposal. Rather, provide a reference in the proposal directing State to the specific area of this protected Information section. If Offeror believes that any portion of its proposal, offer, specification, protest, or correspondence contains information that should be withheld as confidential, then the Procurement Officer should be so advised in writing and shall be furnished with justification for confidential status. Price is not considered confidential and shall not be withheld. Information included in the Confidential, Protected or Proprietary Information section of an Offeror's proposal is not automatically accepted as protected. All information identified in the section will be subject to review by the State in accordance with the procedures prescribed by the State's open records statute, freedom of information act, or similar law and applicable procurement rules.

## **3.5 OFFEROR'S TERMS AND CONDITIONS**

Offerors shall not submit Offeror's terms and conditions, standard contracts, or other agreements. General references to such terms or attempts at complete substitution of such terms may be declared non-responsive and result in the rejection of Offeror's proposal.

## **3.6 SUBMISSION OF REQUESTED INFORMATION AND DOCUMENTS**

If any additional information is required by the State regarding any aspect of Offeror's proposal, it shall be provided within two (2) business days after it is requested.



*(Remainder of page intentionally left blank)*

## SECTION 4. PROPOSAL EVALUATION

### 4.1 INTRODUCTION

The State will consider all responsive and responsible proposals received to determine the lowest cost or best value to the government. Best value means the most advantageous offer determined by evaluating and comparing all relevant criteria in addition to price so that the offer meeting the overall combination that best meets the State's needs is selected. Offerors' responses will be evaluated based on the completeness of the response and ability to meet or exceed the specifications and requirements. A proposal may be excluded from consideration for award for any of the following reasons as this reflects an inherent lack of technical competence or indicates a failure to comprehend the requirements as set forth in this solicitation: failing to comply with any condition or requirement listed, unjustifiable price structure, unreasonable technical or schedule commitments.

DCCA wishes to receive cost-effective responses to the DCCA SOW that will meet its goals and provide a low-risk approach to rapid development and deployment of the Solution. Vendors shall propose the services and deliverables, as applicable, that will best help achieve the requirements as stated in the RFP.

### 4.2 MINIMUM MANDATORY QUALIFICATIONS

DCCA intends to engage a reputable vendor with deep call center experience who has implemented cloud-based government solutions.

Minimum mandatory firm, exclusive of subcontractors, qualifications include:

- a) Three years call center solution experience within the past 10 years.
- b) Experience with implementing a government cloud-based call center solution (preferably CRM).

Offeror proposals that do not meet the Minimum Mandatory Firm Qualifications will not be evaluated beyond the initial screening process.

Offerors shall propose personnel listed in Table 11 who meet the minimum qualifications for each role. Firms may propose additional roles based on their project methodology and approach.

Only one individual can serve as the Project Manager, yet the Project Manager can serve in multiple roles. Staff other than the PM can serve in multiple roles not including the PM role.

The vendor PM shall work closely with the State PM to manage project activities, mitigate risks, spearhead team collaboration, and ensure effective

communications. The vendor PM shall ensure the plans and deliverables to support the multiple sprints and functional releases are clearly and effectively communicated across the teams and shall fully oversee the project schedule to ensure that the Solution is delivered on time and within budget.

The selected vendor shall be contractually obligated to assign staff to the Project as identified in their response and shall ensure the project schedule is not impacted by vendor personnel changes or other personnel issues (e.g. extended sick leave). DCCA will require immediate notification if vendor personnel intend to leave the project and DCCA written approval will be required before any staff changes. The use of offshore resources will only be allowed upon DCCA written approval.

The minimum qualifications for the Offeror’s proposed personnel are provided below.

**Table 10: Project Team Qualifications**

REQUIRED ROLE	MINIMUM QUALIFICATIONS
Project Manager	2 years project management experience
OCM Lead	1 year as an OCM lead 2 year experience on a CRM project preferred

### 4.3 INITIAL SCREENING

DCCA will perform an initial screening of all proposals received. Initial screening conducted by the DCCA evaluation team will check for: 1) compliance with submittal requirements (e.g., proper submittal, formatting and completeness of the proposal); and 2) minimum mandatory firm qualification requirements defined in RFP Section 4.2.

DCCA reserves the right to waive minor irregularities in proposals, providing that such action is deemed to be in the best interest of the State. Where DCCA may waive minor irregularities, such waiver shall in no way modify RFP requirements or excuse the vendor from full compliance with RFP specifications and other contract requirements if the vendor is awarded the contract. Proposals submitted that do not meet the initial screening requirements will be subject to disqualification without further evaluation.

#### 4.4 EVALUATION CRITERIA

The DCCA will evaluate the remaining proposals and score each of the sub-criteria, except for the pricing, as Excellent, Good, Acceptable, Marginal, and Unacceptable.

DCCA will evaluate proposals to determine the lowest cost or best value to the State based on the following criteria:

**Table 11: Project Proposal Evaluation Criteria**

CRITERIA	DESCRIPTION	CROSS-REFERENCED RFP SECTION	WEIGHT
Initial Screening	Compliance with proposal submittal requirements and minimum mandatory firm qualifications.	4.2 4.3	Pass/Fail
Approach and Methodology	Extent to which the proposal addresses the project approach and methodology, including: <ul style="list-style-type: none"> <li>• Offeror's understanding of the scope of work, with an emphasis on DCCA's objectives.</li> <li>• The major activities that the Offeror will perform (for each outlined RFP Section 2.3, Project Stage at a minimum), to collaborate with the DCCA in order to complete the work.</li> <li>• An overall description of how the proposed solution and platform are best suited to meet the Project requirements.</li> <li>• Offeror's Approach and Methodology to completing the Project</li> </ul>	3.4	30 points
CRM experience	Extent to which the Offeror's proposed staff meet the minimum qualifications for implementing a CRM in a government cloud environment.	3.4	25 points
Fit with Requirements and SLAs	Extent to which proposed solution and CRM platform meet the Solution requirements and the Service Level Agreements.	3.4	25 points
Pricing	Quantitative evaluation of proposed project cost by comparing each pricing proposal to the lowest pricing proposal to normalize the scoring. *	3.4	20 points
<b>Total</b>			<b>100 points</b>

The points allocated to higher-priced proposals must be equal to the lowest proposal price multiplied by the maximum points available for price, divided by the higher proposal price.

#### **4.5 EVALUATION OF PROPOSALS**

The evaluation will be based solely on the evaluation criteria set out in this Section 4 of the RFP.

Proposals may be accepted by the State without discussions with Offerors.

#### **4.6 DISCUSSIONS WITH PRIORITY LISTED OFFERORS**

The State may invite priority listed Offerors to discuss their proposals to ensure thorough, mutual understanding. The State, at its sole discretion, shall schedule the time and location for these discussions, generally within the timeframe indicated in the RFP Key Dates. The State may also conduct discussions with priority listed Offerors to clarify issues regarding the proposals before requesting Best and Final Offers, if necessary.

#### **4.7 BEST AND FINAL OFFERS (BAFO)**

If the State determines a BAFO is necessary, it shall request one from the priority listed vendor(s). The vendor(s) shall submit its BAFO(s) by the State's deadline in order to be considered.

#### **4.8 NOTICE OF AWARD**

After a final selection is made, the State will issue a notice of award on HlePRO. Upon award, proposal files are public records and available for review at the offices of the State by submitting a Request for Access to Government Record.

Information on the Office of Information Practices and forms may be found at: <http://oip.hawaii.gov>.

#### **4.9 RESPONSIBILITY OF OFFEROR**

Pursuant to HRS §103D-310(c), the selected offeror shall at the time of award be compliant with all laws governing entities doing business in the State of Hawaii.

## APPENDICES

### A. COST PROPOSAL

### B. FIRM QUALIFICATIONS FORM

### C. PERSONNEL QUALIFICATIONS FORMS

- Project Manager (PM)
- OCM Lead

### D. SERVICE LEVEL AGREEMENTS

**A. COST PROPOSAL**

**Vendor Firm Name:**

ONE-TIME COST ITEM	COST*
Initial Planning	
Requirements and Design, Development and Implementation (including all testing and through solution acceptance)	
OCM and Training	
Other services costs if any (itemized with individual costs and totaled)	
<b>Total One-Time Costs Not Including M&amp;O (not to exceed \$1,300,000)</b> (Note: Offeror should enter this cost into HlePRO.)	
<b>Year 1 M&amp;O Contract (not to exceed \$1,300,000)</b>	
<b>Total One-Time Costs Including Year 1 M&amp;O (to serve as the basis for the cost evaluation and scoring)</b>	
Solution annual license fee during DD&I through solution acceptance. The State may purchase the licenses through a separate contract or a separate vendor.	

\* Pricing shall include labor, materials, supplies, travel, all applicable taxes, and any other costs incurred to provide the specified services.

ANNUAL RECURRING COST ITEMS (NOT INCLUDED IN COST EVALUATION AND SCORING)	COST*
Solution annual license fee after solution acceptance	
CRM government cloud-based platform / infrastructure costs for the Solution	
Vendor annual M&O contract beyond Year 1	
Any other annual recurring costs (itemized with individual costs and totaled)	

\* Pricing shall include labor, materials, supplies, travel, all applicable taxes, and any other costs incurred to provide the specified services.

Assumptions, if any, that were made in developing the Project costs are listed below (add more rows as needed):

#	ASSUMPTIONS
1.	
2.	
3.	
4.	Add more rows as needed



At the State’s sole discretion, the contract may be extended for time, or time and money, and may be amended consistent with the terms and conditions of the original contract. In addition, the State may ask for enhancements during the Year 1 M&O contract period on a work order basis with State approval. In the table below, provide the cost per hour for additional State-requested work that may arise during this project or the associated Year 1 M&O period:

POSITION	HOURLY RATE*
Project Manager	
OCM	
Other (add rows as needed)	

\* Pricing shall include labor, materials, supplies, travel, all applicable taxes, and any other costs incurred to provide the specified services.

**B. VENDOR FIRM QUALIFICATIONS FORM**

<b>Vendor Firm/Subcontractor Name:</b>				
<b>Minimum Mandatory Firm Qualifications</b>	<b>Experience</b>			
	<b>Project Start/End Dates</b>	<b># of Years</b>	<b>Project name and description of relevant experience</b>	<b>Reference information<sup>1</sup>: name, title, e-mail address, phone number</b>
Three years call center CRM platform and solution experience.				
Has implemented a government or private entity call center cloud-based solution (preferably CRM)				

<sup>1</sup> List at least three references in this column. Three references are not required for each row, instead a minimum of three references is required for the entire firm.

**C. PERSONNEL QUALIFICATIONS FORMS – REQUIRED ROLES**

<b>Personnel Name:</b>				
If this individual is serving multiple roles on this project, list all additional roles:				
Percentage of time (100% equals full-time) this person will be dedicated to the Project (the total percentage of time for all roles on this project is the individual is serving in multiple roles):				
<i>Additional Notes:</i> <ol style="list-style-type: none"> <li>1. <i>The Project Manager (PM) role cannot be shared. Only one individual can serve as the PM.</i></li> <li>2. <i>The single individual serving as the PM, can also serve in other roles.</i></li> <li>3. <i>If the proposed PM is serving multiple roles, ensure there is a separate Personnel Qualifications Form for the individual in each additional role.</i></li> </ol>				
<b>Project Manager Minimum Qualifications</b>	<b>Experience</b>			
	Project Start/End Dates	# of Years	Project name and description of relevant experience	Reference information <sup>2</sup> : name, title, e-mail address, phone number
Two years PM experience				

<sup>2</sup> List at least two references in this column.

<b>Personnel Name:</b>				
If this individual is serving multiple roles on this project, list all additional roles:				
<i>Note: If the individual is serving multiple roles on this project, ensure there is a separate Personnel Qualifications Form for the individual in each additional role.</i>				
Percentage of time (100% equals full-time) this person will be dedicated to the Project (the total percentage of time for all roles on this project is the individual is serving in multiple roles):				
<b>OCM Lead Minimum Qualifications</b>	<b>Experience</b>			
	Project Start/End Dates	# of Years	Project name and description of relevant experience	Reference information <sup>3</sup> : name, title, e-mail address, phone number
One year as an OCM lead				

<sup>3</sup> List at least two references in this column. Two references are not required for each row, instead a minimum of two references is required across all qualification areas.

**D. SERVICE LEVEL AGREEMENTS**

The following describes the expected Service Level Agreements (SLAs) that the vendor shall be required to meet at no additional cost to the DCCA throughout the contract execution period. SLA testing shall include results of tests conducted under peak hours (with real or simulated load) to ensure SLAs are met. Incident criticality shall be determined by DCCA leadership. The vendor shall be responsible for monitoring performance against the SLAs and providing the DCCA with data on an agreed upon schedule to determine compliance. If the SLAs are not met, a Corrective Action Plan (CAP) approved by the DCCA is required to address any deficiencies. A \$100/day payment to the vendor will be withheld by the DCCA when the vendor fails to meet the SLAs in the table below.

SERVICE/METRIC	AGREEMENT LEVELS
<b>Contractor Staffing</b>	<ul style="list-style-type: none"> <li>• 100% of the personnel filling required roles must be available to the project as proposed unless a replacement or reduced availability is approved by the DCCA</li> <li>• 100% of the personnel filling required roles must adhere to established security and confidentiality policies, procedures and guidelines</li> </ul>
<b>SLA Reporting</b>	<ul style="list-style-type: none"> <li>• Quarterly meetings with DCCA to evaluate and review SLA performance</li> </ul>
<b>Security</b>	<ul style="list-style-type: none"> <li>• 100% of all security breaches must be reported to DCCA in writing and by telephone immediately at time of incident</li> </ul>

Note: Per RFP Section 3, the proposal response must indicate the Offeror’s agreement with the SLAs and can include proposed changes or additions that the State will consider, with no guarantee of acceptance, during any State initiated contract negotiations.