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SP-21-0058

# DIGITAL MARKETING AND ADVERTISING SERVICES BIDDERS CONFERENCE

DEPARTMENT OF TRANSFORMATION AND SHARED SERVICES OFFICE OF STATE PROCUREMENT



## TSS OSP CONTACT INFORMATION

Julia Shackelford

Statewide Procurement Specialist

Email: [Julia.Shackelford@dfa.Arkansas.gov](mailto:Julia.Shackelford@dfa.Arkansas.gov)

Office: 501-371-6079

## RFP GOALS AND OBJECTIVES

- Expand current reach by increasing its digital footprint
- Educate and inform the public of AR SHIP's mission and services by partnering creative and innovative digital marketing strategies with its existing grassroots approaches
- Use social media outlets such as Facebook and Twitter to reach targeted audiences
- Increase traffic to the AR SHIP website

# RFP SCHEDULE

Activity	Date
RFP Release to Prospective Contractors	March 16, 2021
Bidders Conference	March 22, 2021, 2 p.m. CST
Deadline for Prospective Contractor Questions	March 24, 2021, 4:00 p.m. CST
Answers to Questions Posted to TSS OSP Website*	March 29, 2021
Proposal Due Date	April 6, 2021, 2:00 p.m. CST
Initial Proposal Evaluation*	April 9, 2021
Interviews*	April 13-14, 2021
Final Proposal Evaluation*	April 14, 2021
Discussions Kick Off Meeting*	April 21, 2021
Finalize Discussions*	April 27, 2021
Post Anticipation to Award*	April 28, 2021
ALC Review*	May 21, 2021
Award Contract*	July 1, 2021

# MOST ADVANTAGEOUS PROPOSAL OVERVIEW

The State seeks the most advantageous proposal (the “MAP”) to reach its objectives. The State is relying on the expertise of the Prospective Contractors to put together the MAP, which needs to:

- Clearly outline the best way to achieve the State’s objectives, considering cost and the evaluation factors identified in the RFP
- Use demonstrable and observable metrics to make its business case
- Identify known and anticipated risks, along with how to manage, mitigate, or avoid those risks

The proposal should be easy for a non-technical person to read and understand.

The State expects to discuss the finer details and technical points of the project or service delivery with the Prospective Contractor who provides the MAP.

# PHASES OF THE RFP PROCESS

## Preparation

- Develop and release RFP
- Bidders conference

## Selection

- Cost check
- Initial evaluation
- Interviews
- Final evaluation

## Discussions

- Kick off meeting
- Final meeting

## Execution

- Award
- Implementation
- Progress reporting

## PHASE II OF THE RFP PROCESS - SELECTION

The TSS OSP will conduct the following tasks:

- Review technical proposal packets for submission requirements
- Perform initial cost check to review the competitive range of cost proposals submitted
  - The average cost submitted will be used as the baseline for the competitive range.
  - Prospective Contractors whose proposed costs fall outside of the competitive range (see RFP) may justify their cost.
    - Prospective Contractors who do not adequately justify their cost may be rejected.

Evaluators will conduct the following tasks:

- Review and score technical proposal packets and interview Prospective Contractors who meet RFP submission requirements
- Review cost proposals to determine if highest ranked proposal is the MAP for the State
- Recommend Prospective Contractor submitting the MAP to move into the discussion phase with the State

## PHASE II OF THE RFP PROCESS – SELECTION

Prospective Contractors provide the following information in their technical proposal packets:

- Experience
- Solution
- Risk
- Recommended Options
- Cost Proposal
  - Should not include cost to cover risk contingences or value add items

Each evaluation criteria submittal must be no more than 2 pages (8 pages total).



## PHASE II OF THE RFP PROCESS – SELECTION

Technical proposals should focus on the merits of the proposed approach and not the identity or reputation of the Prospective Contractor.

- The Prospective Contractor must not be identified in the technical proposal.

Proposals should be simple, non-technical, project specific, and supported by metrics.

- Metrics should objectively demonstrate the soundness of the approach (high likelihood of success and little to no risk of failure).
- Metrics should show the capability of the Prospective Contractor and minimize the room for uncertainty and subjectivity in the evaluation process.

## PHASE II OF THE RFP PROCESS – SELECTION

Examples of demonstrable and verifiable experience metrics:

Claim of Expertise	We provide an experienced implementation team to deliver the services requested in the RFP.
Documented performance	<ul style="list-style-type: none"><li>• Implemented successfully in 5 states</li><li>• Average implementation time of 6 months</li><li>• Average customer satisfaction rating 9.8 out of 10</li></ul>

Claim of Expertise	Our proposed project manager is very experienced and capable.
Documented performance	<ul style="list-style-type: none"><li>• Implemented 6 projects in the last 5 years</li><li>• Average cost per project is \$4 million</li><li>• Average project duration is 5 months</li><li>• Average cost deviation is 0.1%</li><li>• Average time deviation is 1.0%</li></ul>

## PHASE II OF THE RFP PROCESS – SELECTION

### Solution

- High-level overview of the Prospective Contractor's proposed solution
- Should be non-technical and should include the Prospective Contractor's best solution for meeting the requirements of the RFP
- Additional service options and recommendations above and beyond the required scope of services should be included in the Recommended Options section

## PHASE II OF THE RFP PROCESS – SELECTION

Examples of demonstrable and verifiable risk mitigation metrics:

Risk Description	State personnel do not attend training sessions regarding the use of the solution
Solution	Contractor will assign full-time personnel to continually reach out to State personnel regarding training sessions. Contractor will also have a 24/7 toll free number to assist personnel.
Documented performance	Contractor has implemented this strategy on the last 4 projects, and client complaints and issues have decreased by 30%. Client satisfaction on this mitigation strategy is 10/10

## PHASE II OF THE RFP PROCESS – SELECTION

Examples of demonstrable and verifiable recommended options metrics:

Item Description	All accounts can be created, managed, tracked, and modified through an on-line card system.	
How will this add value?	Enables customers to create and make changes to accounts 10x faster. Minimize required resources from the bank by 50%.	
Documented performance	Have provided to last 10 clients with a 10/10 customer satisfaction score. More than 77% of our clients utilize these services regularly.	
Impact	Cost: Increase rebate by 0.5%	Schedule: N/A

# PHASE II OF THE RFP PROCESS – SELECTION

## Interviews

- Prospective Contractors meeting the RFP submission requirements will be invited to attend an interview.
- The primary project manager or key person for the project will generally be the only individual attending the interview.
  - If the prospective contractor thinks additional personnel are needed during the interview, the Prospective Contractor can submit the reason and request approval from the State to bring additional personnel.
- Each Prospective Contractor will be provided a list of questions that will be asked during the interview.
  - Follow up questions may be asked during the interview.

## PHASE II OF THE RFP PROCESS – SELECTION

Evaluators will follow the rating system below:

Score	Description
10	The response provides metrics clearly establishing that the Prospective Contractor is reliable and capable of fully performing the required services.
5	The response provides some information suggesting that the Prospective Contractor's level of performance may be acceptable, but it does not clearly establish that the Prospective Contractor is reliable and capable of fully performing the required services.
0	The response provides performance metrics clearly establishing that the Prospective Contractor is unreliable and incapable of fully performing the required services.

## PHASE II OF THE RFP PROCESS – SELECTION

Scoring criteria and corresponding weighted percentages

Criteria	Weighted Percentage
Experience	25%
Solution	30%
Risk	10%
Recommended Options	5%
Interview	30%



# PHASE II OF THE RFP PROCESS – SELECTION

## Consensus

- Technical and cost scores will be added together to determine the Grand Total Score for each proposal to determine the top ranked proposal.
- Evaluators will determine if the top ranked proposal is the MAP for the State and submit their recommendation to TSS OSP.

## PHASE III OF THE RFP PROCESS – DISCUSSIONS

TSS OSP will begin the discussions phase with the responsive and responsible Prospective Contractor submitting the MAP recommended by the Evaluators.

- Prospective Contractor will be invited to lead the discussion phase.
- No work should be done during this phase, but all planning should be completed.

# PHASE III OF THE RFP PROCESS – DISCUSSIONS

## Discussions check points

- Kickoff meeting
- Refinement
- Finalization

# PHASE III OF THE RFP PROCESS – DISCUSSIONS

## Kickoff meeting

- Prospective Contractor prepares the following documents:
  - Plan and schedule to finalize discussion and contract documents
  - Scope of work
  - Financial summary including a proposed payment schedule
  - Detailed milestone schedule
  - Risk mitigation plan
  - Performance metrics
  - Proposed Progress/Risk Report template
- Prospective Contractor schedules kickoff meeting with all applicable State personnel

# PHASE III OF THE RFP PROCESS – DISCUSSIONS

## Refinement

- Prospective Contractor adjusts proposed scope, schedule, and plan (where needed) based on State feedback
- Prospective Contractor collaborates with the State to finalize documents

## Finalization

- Prospective Contractor prepares final documents for State review during final meeting with stakeholders

## PHASE IV OF THE RFP PROCESS - EXECUTION

During the execution phase of the project, the Contractor will periodically submit a Progress/Risk Report (PRR) to the State as requested by the State.

The PRR is used to:

- Create transparency and document performance
- Track progress against milestone schedule
- Measure any deviations from the Contractor's initial plan
- Clearly state risks that may affect the outcome and how the Contractor proposes to address them

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