

**IT Professional Technical Services
Master Contract Program
T#:902TS**

**Statement of Work (SOW)
For Technology Services**

Issued by: Minnesota Management and Budget

Project Title: Redesign of SEGIP Website

Service Category(ies): Web Design & Development - HTML/ XML/ DHTML CSS Javascript

Business Need

The Employee Insurance Division of Minnesota Management and Budget desires to provide a stand-alone website for the State Employee Group Insurance Program (SEGIP) focused solely on employee benefit offerings. A description of the SEGIP benefit offerings is currently located within the Minnesota Management and Budget website that encompasses all business units within the agency. For ease of use by all of SEGIP constituents, a stand-alone, easy-to-navigate site is desired. This site is intended for use by State employees, retirees, insurance continuees, dependents, new hires, and job seekers.

This agency does not have the technical resources or the time to adequately design such a site.

Our goal is to hire a vendor who will design the structure of the website to the point where our division subject matter experts can populate the site with the appropriate verbiage. We need a strong user-centered design approach that serves the varied needs of all our constituents.

Constraints on the resources of state government are pushing people more and more to web-based resources, hence the need for a well-designed website. Currently online assistive content is underutilized. Constituents consistently ask questions (or demonstrate lack of knowledge) on topics covered on the current website. The current design makes the site difficult to use; customers are unable to locate the information they need.

Information is critical to the success of the user and the program. Content must be presented so that it is easy to find specific answers to questions, and readable for browsing general information.

Overview of SEGIP Programs

The Minnesota Management & Budget department of the State of Minnesota is responsible for administering the State Employee Group Insurance Program (SEGIP). SEGIP is the largest single employer-sponsored, self-insured program in the State of Minnesota. It provides health, dental, life, long and short-term disability insurance, long-term care, and pre-tax programs to approximately 49,000 employees and 71,000 dependents in all three branches of state government, including the Minnesota State College and University System (MnSCU) and various quasi-governmental bodies.

SEGIP oversees agreements and contracts with health plans, vendors, and unions; enrolls employees; collects premiums; and resolves coverage and claim disputes. To help with these activities SEGIP employs approximately 40 full-time staff and contracts with consultants.

Approximately 90 percent of the State's current employees are represented by unions, and employee benefits are collectively bargained. Collective bargaining agreements are negotiated every two years. Since 1986, SEGIP and representatives of its collective bargaining units have worked together on the Joint Labor Management Committee (JLMC) on Health Plans to explore ways to improve health plan quality/delivery, better manage increasing health care costs, and promote enhanced labor-management relationships.

SEGIP Programs:

Health: The Minnesota Advantage Health Plan (Advantage) provides a uniform, comprehensive set of benefits. Employees may choose from three health plan administrators: Blue Cross Blue Shield of Minnesota, HealthPartners, and PreferredOne. Advantage is a self-insured plan. In most cases, the employer provides a contribution to employee premiums. In addition, SEGIP offers the Advantage Consumer Directed Health Plan (ACDHP) to non-represented employees. The employer provides a contribution to premium and to the healthcare savings account (HSA).

Dental: Members may choose between two programs: the State Dental Plan administered by Delta Dental or HealthPartners Dental. Both plans provide coverage for most conditions requiring dental diagnosis and treatment. Both are self-insured plans. In most cases, the employer provides a contribution to employee premiums.

Disability: The program offers both long and short-term disability and the Manager's Income Protection Plan, and is primarily employee paid. This program is administered by The Hartford. The plans are fully-insured and, in general, they are employee-paid.

Life: A variety of life insurance products are available including basic life, additional life, spousal life, and dependent life. This program is administered by Ochs, Inc and Minnesota Life. The plan includes a mix of employer and employee-paid options.

Long-term care: Participants pay for long-term care coverage which is available to employees, spouses, and parents. The program is offered through CNA Insurance.

Pre-tax benefits: A full range of pre-tax programs is available to provide employees with tax savings by paying health and dental premiums, eligible dependent care, medical, dental, and transportation expenses with pre-tax dollars. This program is administered by Eide Bailly Employee Benefits, which also administers healthcare reimbursement accounts (HRA) provided to employees.

Health manager: The Minnesota Advantage Health Plan provides a health assessment and wellness programs that are administered by JourneyWell.

Pharmacy benefit manager: Provides a prescription drug program for the Minnesota Advantage Health Plan members that adjudicates pharmacy claims, administers the pharmacy network and certain clinical programs, and manages the formulary. This program is administered by Navitus Health Solutions.

Employee Assistance Program: Provides confidential, accessible services to individual employees in order to restore and strengthen the health and productivity of employees and the workplace. This part of the program is administered by LifeMatters. In addition, EAP's internal organizational assistance team is a useful resource when employee behaviors or emotions affect the workplace.

WorkWell: is the State's worksite wellness program administered by approximately 35 Agency Wellness Champions at 25 of the 83 State agencies in Minnesota. Oversight is provided by a Project Manager on the MMB staff.

More information about SEGIP and its programs and plan administrators can be found at www.mmb.state.mn.us/pay-bene/ins.

Project Deliverables

A. Information Architecture

The vendor will create information architecture for the SEGIP website.

A detailed site map demonstrating the best possible architecture will be created. The goal is to create an architecture that makes it easy to find specific answers to questions about SEGIP programs. Search functionality is a critical element of site navigation.

The recommended strategy is to create a content inventory for the site, then identify potential architecture, develop a prototype architecture based on findings, and test and improve the architecture. Proposals must describe the vendor's strategy for creating information architecture.

The vendor will evaluate the usability and functionality of the site once it has been implemented to ensure that requirements have been met. The vendor will create a final evaluation report of their findings with recommendations for continued improvement of the site. Proposals must describe the vendor's strategy for evaluating the final site.

The goal of this project is a fully developed user-centered design structure for the SEGIP website for use by our constituents that contains easy access to insurance information based on their unique needs. We expect the successful vendor to analyze current website performance, propose a website map, and perform user testing.

B. Activity Planning

The vendor will meet with project staff at the beginning of each activity to plan the activity, and communicate with project staff as needed

C. Activity Reporting

The vendor will meet with project staff after each milestone to evaluate progress and to discuss findings, communicating with project staff as needed.

D. Design Report

The vendor will submit a written report defining the architecture and user interface for the website, and meet with project staff to review the design. The design will be edited by the vendor based on recommendations from project staff.

E. Evaluation

The vendor will conduct an evaluation of the usability and functionality of the fully implemented site, and submit a report to project staff summarizing their findings and recommendations for continued improvement.

Project Milestones and Schedule

Posting of SOW

Responses returned

Vendor selection

Project start

Deliverables:

Analysis of current website performance

Proposed site map

User testing

Transition to SEGIP subject matter experts

Project completion

Project Environment

Project Manager: Bruce Anderson, Manager, Employee Insurance Division

Basic organizational structure: please see the Employee Insurance Division Organizational Chart which is attached hereto.

Current support structures: existing SEGIP website that houses insurance benefit information. Meeting and interview rooms are available for use at MMB in the Capitol Complex in St. Paul. Workspace for vendor staff will not be provided.

Agency Project Requirements

The end product should conform to all IT standards set out by the State of Minnesota and as outlined in this Statement of Work. The vendor will comply with state data practice laws (e.g., MN Stat. § 13, MN Rules § 1205).

The vendor will comply with accessibility standards as outlined in MN Stat. § 16E.03, Paragraph 9 and Section 508 of the Rehabilitation Act, USC, title 29, section 794d, as amended by the Workforce Investment Act of 1998, Public Law 105-220, August 7, 1998, and the Web Content Accessibility Guidelines, 2.0.

In addition, the vendor must comply with the State's non-visual access standards as follows:

1. The effective interactive control and use of the technology, including the operating system, applications programs, prompts, and format of the data presented, are readily achievable by nonvisual means;
2. That the nonvisual access technology must be compatible with information technology used by other individuals with whom the blind or visually impaired individual must interact;
3. That nonvisual access technology must be integrated into networks used to share communications among employees, program participants, and the public; and
4. That the nonvisual access technology must have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired.

The vendor must be physically available on site (Minnesota Twin Cities Area) for activities that require interaction with SEGIP customers and staff.

The total cost of the project is not to exceed \$25,000.

Responsibilities Expected of the Selected Vendor

1. Submit comprehensive work plan with key deliverable dates.
2. Apply generally accepted user centered design methodologies to the redesign of the SEGIP website.
3. Coordinate, collaborate and communicate with project staff.
4. Identify user requirements
5. Identify business requirements
6. Design information architectures
7. Keep Project Manager apprised of progress at appropriate intervals, providing documentation of completion of each phase of project.

Required Skills (These are first scored as pass/fail requirements; if all requirements are addressed, responses will be further evaluated.)

1. User centered design
2. Web design and development
3. Information architecture
4. The vendor must have experience with the design of websites for employee benefits.

Process Schedule

Posting of SOW by the Office of Enterprise Technology	Wednesday, May 18, 2011
Deadline for questions	Wednesday, June 1, 2011
Posted response to questions	Wednesday, June 8, 2011
Proposals due and evaluation begins	Wednesday, June 15, 2011
Vendor selected	Friday, June 24, 2011

Questions

Any questions regarding this Statement of Work should be submitted via e-mail to

Name: Bruce P. Anderson
Department: Minnesota Management and Budget, Employee Insurance Division
Telephone Number: 651/259-3730
Email Address: bruce.p.anderson@state.mn.us

Questions and answers will be posted on the Office of Enterprise Technology website (http://www.oet.state.mn.us/mastercontract/statements/mcp902ts_active.html).

SOW Evaluation Process

- Categories and scoring methodology/criteria are as follows:
 - Vendor’s expressed understanding of and approach to project deliverables 30%
 - Extent to which vendor’s proposal contains elements requested (below) 25%
 - Experience and skills as evaluated in three references 15%
 - Cost 30%

All responses received by the due date and time will be considered. Late responses will not be considered.

Proposals will be reviewed and scored by project staff. At the discretion of project management, vendors may be interviewed before a final decision is made.

Response Requirements

The successful vendor’s proposal will include the following elements:

- Project Proposal
 - Transmittal letter
 - Summary of qualifications
 - Required skills
 - User centered design
 - Web design and development
 - Information architecture
 - Design of websites for employee benefits
 - Company overview
 - Description of organization
 - Length of time in business
 - Experience
 - Values
 - Key Personnel
 - Experience
 - Education
 - Qualifications
 - Accomplishments
 - Role in this project
 - Project Overview
 - Detailed response to “Project Deliverables” (p 3 of SOW)

- a) Description of the vendor's understanding of the need
 - b) Explain how the vendor's approach will meet the requirements of the project.
 - c) Work plan.
- References: please provide contacts for three references: name, location, phone, e-mail, description of services provided.
- Conflict of interest statement as it relates to this project
- Cost proposal (**to be submitted separately**). Please include the following:
 - Total project cost
 - Cost breakdown for each component of work plan.
- Required forms to be returned or additional provisions that must be included in proposal
 - a) Affidavit of non-collusion
<http://www.mmd.admin.state.mn.us/doc/noncollusion.doc>
 - b) Location of Service Disclosure
<http://www.mmd.admin.state.mn.us/Doc/ForeignOutsourcingDisclosureCertification.doc>
 - c) Veteran-Owned/Service Disabled Veteran-Owned Preference Form
<http://www.mmd.admin.state.mn.us/doc/vetpref.doc>

Proposal Submission Instructions

- Three copies of the vendor's proposal should be submitted to Bruce P. Anderson by 2:30 p.m. Central Daylight Time on Wednesday, June 15, 2011. In addition, please submit one original copy of the price bid and target group status, **sealed in a separate envelope**.
- Late proposals will not be considered. The proposals should be delivered to:
 - Bruce P. Anderson
 - 400 Centennial Office Building
 - 658 Cedar Street
 - St. Paul, MN 55155

Payments to Vendor

Payments to the selected vendor will be made upon acceptance of key deliverables.

General Requirements

Proposal Contents

By submission of a proposal, Responder warrants that the information provided is true, correct and reliable for purposes of evaluation for potential award of this work order. The submission of inaccurate or misleading information may be grounds for disqualification from the award and may subject the responder to suspension or debarment proceedings as well as other remedies available by law.

Indemnification

In the performance of this contract by Contractor, or Contractor's agents or employees, the contractor must indemnify, save, and hold harmless the State, its agents, and employees, from any claims or causes of action, including attorney's fees incurred by the state, to the extent caused by Contractor's:

- 1) Intentional, willful, or negligent acts or omissions; or
- 2) Actions that give rise to strict liability; or
- 3) Breach of contract or warranty.

The indemnification obligations of this section do not apply in the event the claim or cause of action is the result of the State's sole negligence. This clause will not be construed to bar any legal remedies the Contractor may have for the State's failure to fulfill its obligation under this contract.

Disposition of Responses

All materials submitted in response to this SOW will become property of the State and will become public record in accordance with Minnesota Statutes, section 13.591, after the evaluation process is completed. Pursuant to the statute, completion of the evaluation process occurs when the government entity has completed negotiating the contract with the selected vendor. If the Responder submits information in response to this SOW that it believes to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minn. Stat. § 13.37, the Responder must: clearly mark all trade secret materials in its response at the time the response is submitted, include a statement with its response justifying the trade secret designation for each item, and defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless the State, its agents and employees, from any judgments or damages awarded against the State in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives the State's award of a contract. In submitting a response to this RFP, the Responder agrees that this indemnification survives as long as the trade secret materials are in possession of the State.

The State will not consider the prices submitted by the Responder to be proprietary or trade secret materials.

Conflicts of Interest

Responder must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances which could give rise to organizational conflicts of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice to the State, or the vendor's objectivity in performing the contract work is or might be otherwise impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the Assistant Director of the Department of Administration's Materials Management Division ("MMD") which must include a description of the action which the contractor has taken or proposes to take to avoid or mitigate such conflicts. If an organization conflict of interest is determined to exist, the State may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to MMD, the State may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the terms "contract," "contractor," and "contracting officer" modified appropriately to preserve the State's rights.

IT Accessibility Standards

Responses to this solicitation must comply with the Minnesota IT Accessibility Standards effective September 1, 2010, which entails, in part, the Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA) and Section 508 Subparts A-D which can be viewed at:

http://www.mmd.admin.state.mn.us/pdf/accessibility_standard.pdf

Nonvisual Access Standards

Nonvisual access standards require:

- 1) The effective interactive control and use of the technology, including the operating system, applications programs, prompts, and format of the data presented, are readily achievable by nonvisual means;
- 2) That the nonvisual access technology must be compatible with information technology used by other individuals with whom the blind or visually impaired individual must interact;
- 3) That nonvisual access technology must be integrated into networks used to share communications among employees, program participants, and the public; and
- 4) That the nonvisual access technology must have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired.

[Required clause for all contracts that will NOT be funded either in whole or in part by federal money and that are subject to federal disadvantaged business enterprise regulations.]

Preference to Targeted Group and Economically Disadvantaged Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal. Eligible TG businesses must be currently certified by the Materials Management Division prior to the solicitation opening date and time. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by email at mmdhelp.line@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Veteran-owned/Service Disabled Veteran-Owned Preference

In accordance with Minnesota Statute §16C.16, subd. 6a, veteran-owned businesses with their principal place of business in Minnesota and verified as eligible by the United States Department of Veterans Affairs' Center for Veteran Enterprises (CVE Verified) will receive up to a 6 percent preference in the evaluation of its proposal.

Eligible veteran-owned small businesses include CVE verified small businesses that are majority-owned and operated by either recently separated veterans, veterans with service-connected disabilities, and any other veteran-owned small businesses (pursuant to Minnesota Statute §16C.16, subd. 6a).

Information regarding CVE verification may be found at <http://www.vetbiz.gov>.

Eligible veteran-owned small businesses should complete and sign the **Veteran-Owned Preference Form** in this solicitation. Only eligible, CVE verified, veteran-owned small businesses that provide the required documentation, per the form, will be given the preference.

Foreign Outsourcing of Work Prohibited

All services under this contract shall be performed within the borders of the United States. All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all tiers.

This Statement of Work does not obligate the state to award a work order or complete the assignment, and the state reserves the right to cancel the solicitation if it is considered to be in its best interest. The Agency reserves the right to reject any and all proposals.



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