

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

Statement of Work (SOW) For Technology Services Issued By

Minnesota Department of Natural Resources

**Project Title: Energy Monitoring Database & Renewable
Energy Website**

**Service Category: Web Design & Development- HTML/XML/
DHTML CCS Javascript**

Business Need

- The Department of Natural Resources is in need of a skilled web content developer to work with an internal team of Subject Matter Experts (SMEs) to develop a concept, write content and manage assets for an interactive website on Renewable Energy. The contractor will work with a variety of sources to create web content that 'tells the story' of DNR's solar energy project and its commitment to renewable energy practices. DNR staffs from its Facilities Program and from its Parks and Trails Division are the project SMEs and clients who will approve the web concept and content. Content will include display of DNR solar array data, web graphics, maps, tables, printed material and internet sources. Contractor must be skilled at creating storyboards, writing for the web, organizing content, creating a hierarchy of topics, managing assets and working with teams. Contractor will consult with internal DNR database developer on use of solar array monitoring reports and a web team on DNR web standards. Web team will develop custom web graphics based on content requirements. Contractor will be expected to meet with team members and develop storyboard to meet client's requirements. The Renewable Energy website is part of a larger initiative to demonstrate increased use of renewable energy set forth by State of Minnesota and the DNR's *Conservation Agenda*
<http://www.dnr.state.mn.us/conservationagenda/index.html>

Contractor Duties

- Meet with Project Manager and Project Advisors to review project requirements and understand the project goals and audiences.
- Set up and hold meetings with Project Content Team members to further define web content and gather DNR assets. Work with team to identify any additional internet resources about solar energy, renewable energy, flow of energy, etc.
- Write a **web concept document** that describes website's key objectives, messages, audiences and a proposed website structure. The web concept will establish the website's scope.
- Meet with Project Manager, Project Advisors and Content Team to present the web concept and gain approval.
- Meet with DNR web team for orientation on DNR web standards.
- Meet with database developers for orientation to the data mart. The data mart monitors and collects solar array reports from selected State Parks across Minnesota. The reports show the amount of energy that is being generated and energy that is being used. These data reports provide the critical live information that needs to be communicated on the website.

- Write a **web content script** that presents all website content and explains website organization by describing the navigation and structure. The script should provide a complete narrative of the website's content and structure.
- Meet with Project Manager, Project Advisors and Content Team to present the script and gain approval.
- Meet with DNR web team to review web content script and **begin to write a website asset creation document** that includes textual content and visual assets (e.g. graphics, photos, icons, maps). Discuss what should be created in house or incorporated from existing files or other sources.
- Create a **storyboard** as a prototype of web page layout including; menus and navigation icons, placement of text, placement of solar array reports, graphics, photographs, etc. The storyboard should provide a picture of the web pages and show website navigation.
- Meet with Project Manager, Project Advisors, Content Team and DNR web team to present storyboards and gain approval.
- Meet with DNR web team and **continue writing the website asset creation document** including all textual content, all identification of solar array data displays, visual assets (e.g. graphics, photos, icons, maps) and any technical documents, links or other sources that should be on the website. Make decisions on what new visuals must be created and what can be incorporated from existing files or internet sites.
- Begin searching for more assets, as required. Contact Project Content Team members, as needed, to find assets.
- Present **final website asset creation document** to Project Manager and DNR web team. The asset creation document should include **all written content** and **visual content** that DNR web team will use to create the website.
- Create a **website asset inventory** that specifies the location and is the master list of the asset names and their location.
- Meet with Project Manager and Project Advisors to review project status. Be available to web team until website is complete.
- The contractor will not be responsible for the database design or architecture.
- The contractor will not be responsible for creating the data mart.

Project Deliverables

1. Website Concept Document
2. Website Content Script
3. Website Storyboard
4. Website Asset Creation Document
5. Website Asset Inventory

Project Milestones and Schedule

1. Estimated Start Date: Dec. 2011
2. Deliverable 1: Dec. 2011
3. Deliverable 2: Dec. 2011
4. Deliverable 3: Jan. 2011
5. Deliverable 4: Jan. 2012
6. Deliverable 5: Feb. 2012
7. Estimated End Date: Mar. 2012

Project Environment (State Resources)

Staff descriptions:

- Project Team: 10 members
1. 3 Project Advisors:
 - Provide Project Strategy, Outcomes Management, Facilities/ Renewable Energy SME, Interpretive Services SME, Public Outreach SME. Project Advisors will approve contractor's website concept.
 2. 3 Content Advisors/Reviewers:
 - Data presentation Reviews, Content Advisors, Graphics & Visuals Reviews. Content Advisors will approve contractor's content e.g. text messages, web page layout & design.
 3. 1 Database/ Data mart Developer:

- Develop the data mart to store energy generation and usage information. Programming to provide site and system and site-level presentations.
- 4. 3 Website Developers:
 - Establish the website on DNR public site and, based on web content requirements, create web graphics, icons, maps, tables, etc.
- 5. Project Manager: Anita Dincesen
 - Provide day to day leadership of project, manages team to meet timelines & and deliver quality product, main agency contact for contractor.

Agency Project Requirements

Contractor will follow DNR requirements for website development:

- Follow DNR website standards
- Follow state data management standards <http://mn.gov/oet/policies-and-standards/data-management/#>
- Follow Assoc. Press (AP) style guide
- Web content must be compliant with ADA standards <http://mn.gov/oet/governance/for-agencies/accessibility/index.jsp>
- All Project Deliverables, except for Storyboard, must be Word document files, with minimal formatting.
- PDF's (technical documents) should be approved by DNR web team prior to creation
- Storyboard will be accepted in Adobe Illustrator, Viso, MS PowerPoint or similar.
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- All original files will be given to DNR web team at project close out.

Responsibilities Expected of the Selected Vendor

1. Contractor will write all textual content for website
2. Contractor will manage website assets and perform searches for assets as necessary
3. Contractor will contact and set up meetings with appropriate project team members
4. Contractor will provide timely communications to the project manager concerning:
 - Weekly status check ins based on timeline and schedule for deliverables
 - Issues or concerns related to any Project Team member's responsibilities
 - Any scope of work change as requested by any Project Team member
5. Contractor will meet agreed to, scheduled deadlines and allow for sufficient time for meetings, presentation of deliverables and approvals

Required Skills

- Master Contract resource type/ Web Design & Development- HTML/XML/ DHTML CSS Java script
- Minimum five (5) years experience developing websites
- Minimum five (5) years experience as technical writer

Desired Skills

- Excellent communicator and team +facilitator skills
- Ability to use web graphic software to create simple web graphics

Process Schedule

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|--|----------------------|
| • Deadline for Questions | 11/16/ 2011, 4:00 PM |
| • Anticipated Posted Response to Questions | 11/18/ 2011, 4:00 PM |
| • Proposals due | 11/23/ 2011, 4:00 PM |
| • Anticipated proposal evaluation begins | 11/28/ 2011, 4:00 PM |
| • Interview Finalists | 12/01/ 2011, 4:00 PM |
| • Anticipated decision | 12/05/ 2011, 4:00 PM |

Questions

Any questions regarding this Statement of Work should be submitted via mail or e-mail by MM/DD/2011, Time: 5 PM Central Standard Time

Name: Anita Dincesen

Department: Management Resources

Telephone Number: 651-595-5908

Email Address: anita.dincesen@state.mn.us

Questions and answers will be posted on the Office of Enterprise Technology website by approximately 10/7/2011, 5:00pm CST (http://www.oet.state.mn.us/mastercontract/statements/mcp902ts_active.html)

SOW Evaluation Process

- Experience (20%)
- Examples of work (30%)
- Three References (10%)
- Cost (40%)

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.

Response Requirements

1. Contact Information
2. Cover letter
3. Resume(s) of key personnel
4. Examples of work
 - Include up to 5 example URLs or screen grabs of websites the contractor helped develop
 - Provide an explanation of the contractor's role in the website development. That is, what skill set did you use in the project?
 - Provide explanation of the process used to develop website. For example, what was purpose for the website? What was the team composition for the project? What was the timeline?
 - Include up to 5 examples of website technical writing
5. Estimate of Cost
 - a) Using an hourly rate, give a detailed estimate of your time and cost to complete project.
6. References of clients with relevant contract types/projects:
 - Provide three clients that can be contacted
7. 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) Certification Regarding Lobbying
<http://www.mmd.admin.state.mn.us/doc/lobbying.doc>
 - c) Veteran-Owned/Service Disabled Veteran-Owned Preference Form
<http://www.mmd.admin.state.mn.us/doc/vetpref.doc>

Proposal Submission Instructions

Response Information:

- Contractor must submit all **Response Requirements** directly to Anita Dincesen by 10/10/2011, 5 p.m., Central Time. This may be done via an attachment to e-mail to anita.dincesen@state.mn.us or delivery of hard copies to Department of Natural Resources, 500 Lafayette Rd, St.Paul, 55155 by the required time and due date.

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 as well as subject the responder to suspension or debarment proceedings as well as other remedies available by law.

Liability 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.

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.