



# Office of Information Technology Services

## COMPETITIVE PROCUREMENT FOR:

### RFP 000460- MASS NOTIFICATION SYSTEM

PROCUREMENT WEBSITE: [HTTPS://ITS.NY.GOV/RFP-MASS-NOTIFICATION-SYSTEM](https://its.ny.gov/rfp-mass-notification-system)

#### DESIGNATED CONTACT FOR INQUIRIES AND SUBMISSIONS

**Elaine Blanchet,**

**Contract Management Specialist III**

RFP related questions must be submitted via electronic mail using the Vendor Questions Form (Attachment 4) to the designated contact for this RFP at [its.sm.ITS\\_BIDS@its.ny.gov](mailto:its.sm.ITS_BIDS@its.ny.gov)

**No other method of inquires will be accepted. Administrative issues pertaining to sending/receiving email through the designated mailbox may be reported at (518) 408-2725.**

#### ITS ADDRESS FOR PROPOSAL DELIVERIES

**Address to:**

NYS OFFICE OF INFORMATION TECHNOLOGY SERVICES  
PROCUREMENT AND CONTRACT SUPPORT UNIT

***If US Post Office standard and US Post Office overnight mail, use:***

ATTENTION: Elaine Blanchet, PO BOX 2062, ALBANY, NY 12220

***If UPS and FedEx express delivery overnight and ground service, use:***

ATTENTION: Elaine Blanchet, EMPIRE STATE PLAZA, SWAN STREET BUILDING, CORE 4, ALBANY, NY 12223

***If Hand Delivery to front desk:***

ATTENTION: Elaine Blanchet, EMPIRE STATE PLAZA, SWAN STREET BUILDING, CORE 4, 1ST FLOOR LOBBY, ALBANY, NY 12223

Calendar of Events	
Event	Date
1. RFP Release Date	December 20, 2016
2. Deadline for Submission of Vendor Questions	January 6, 2017
3. Issuance of Response to Submitted Questions	On or about January 13, 2017
<b>4. PROPOSAL DUE DATE</b>	<b>February 3, 2016 at 4:00 PM EST</b>
5. Vendor Presentations	Week of Month February 20, 2017
6. Anticipated Notification of Award	March 8, 2017
7. Debriefing Request Deadline	No later than 15 business days from date of award announcement
8. Proposal Protest Deadline	See Bid Protest Policy located at: <a href="http://www.its.ny.gov/document/bid-protest-policy">http://www.its.ny.gov/document/bid-protest-policy</a>
9. Timeframe for Contract Approval; Contract to Begin	Approximately 90 days
10. Application Go Live	6 months from Contract Approval

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**APPENDICES (REQUIRE NO ACTION FROM BIDDERS)**

- Appendix A – Standard Clauses for New York State Contracts
- Appendix C – ITS Standard Contract Clauses
- Appendix E – EEO 101, Workforce Employment Utilization/Diversity Compliance Report
- Appendix F – MWBE 102, Quarterly MWBE Compliance Report
- Appendix G – Glossary of Terms
- Appendix H – Change Request Form
- Appendix I – Deliverable Acceptance Form
- Appendix J – Primary Security and Privacy Mandates

**ATTACHMENTS (MUST BE COMPLETED BY BIDDER'S AND SUBMITTED WITH PROPOSALS)**

- Attachment 1 – Proposal Checklist
- Attachment 4 – Vendor Questions Form
- Attachment 5 – NYS Required Certifications
- Attachment 6 – Consultant Confidentiality and Non-Disclosure Agreement
- Attachment 7 – Firm Offer Letter and Conflict of Interest Disclosure
- Attachment 8 – Lobbying Forms All-in-One
- Attachment 9 – Equal Employment Opportunity Staffing Plan – EEO 100
- Attachment 10 – Minority/Women Owned Business Utilization Plan – MWBE-100
- Attachment 11 – MWBE and EEO Policy Statement
- Attachment 12 – Consultant Disclosure Form A
- Attachment 13 – Extraneous Terms and Conditions Form
- Attachment 18 – Technical Proposal Form
- Attachment 20 – Minimum Bidder Qualifications
- Attachment 22 – Financial Proposal Workbook
- Attachment 23 – Requirements Verification and Traceability Matrix

**EXHIBITS (PROJECT SPECIFIC INFORMATION)**

Exhibit 1 – Hosting Requirements

Exhibit 2 – ITS Security Requirements

Exhibit 3 - Interface Requirements

## SECTION 1 - OVERVIEW

### 1.1 PURPOSE OF REQUEST FOR PROPOSALS

The New York State Office of Information Technology Services (ITS) is issuing this Request for Proposals (RFP) to replace the current New York State Mass Notification System (MNS) with a new vendor hosted solution. ITS is soliciting bids from qualified and responsible vendors to implement a vendor hosted web based public and private MNS using COTS products and associated services, and if necessary, customized products and services.

### 1.2 DEFINITIONS

Definitions for certain terms in this document, its appendices and attachments, can be found in Appendix G – Glossary of Terms.

### 1.3 THE OFFICE OF INFORMATION TECHNOLOGY SERVICES

#### Mission, Vision, and Values Statement

<b>MISSION</b>	To create and deliver innovative solutions that foster a technology-enabled government to best serve New Yorkers
<b>VISION</b>	To lead the nation in serving citizens, businesses, and visitors through world-class technology
<b>VALUES</b>	Accountability, Citizens, Innovation, Integrity, People, Transformation

#### Formation of ITS

In 2012, New York consolidated information technology (IT) functions and service delivery from over 52 State agencies into a single agency in the largest IT consolidation in State government history. The ITS workforce of approximately 4,000 professionals serves over 120,000 end users. Historically, IT systems and applications were primarily decentralized within individual State agencies supported by internal agency teams working with disparate IT tools, methods, and varied technical platforms. Now, ITS is transforming IT across the State to offer world-class service that provides a consistent and high-quality experience for end users and citizens using an IT environment that:

- Maximizes existing resources
- Meets agency business needs with world-class customer service
- Creates a talented, innovative IT workforce
- Increases accountability
- Provides cost savings

## SECTION 2 - PROJECT SUMMARY

### 2.1 MINIMUM BIDDER QUALIFICATIONS

Bidders must meet the minimum qualifications set forth in **Attachment 20 – Minimum Bidder Qualification**. Failure to meet all of the requirements in this attachment will result in the Proposal being deemed non-responsive and eliminated from consideration:

- The Bidder has been in continuous operation for at least the past five (5) years providing MNS as a primary line of business.
- The Bidder must have successfully implemented a mass notification system with at least five million (5,000,000) subscribers.

## 2.2 PROJECT BACKGROUND (CURRENT STATE)

NY-ALERT is a NYS program within ITS that provides MNS capable of disseminating information and Alerts from multiple sources of information. There are approximately five million subscribers to NY-ALERT that can receive alert types such as Amber Alerts, Sex Offender Alerts, weather warnings and evacuation notifications. Alerts can be generated by Notifiers from NYS government Subscribers, universities, and municipalities or from external applications. Notifications are disseminated using several different technologies and communication methods such as SMS, Email, IPAWS, Reverse 911 and Social Media. The Alerts are customizable and can be sent and received based on the type of information and geographic location.

ITS hosts a public website, <https://www.nyalert.gov/home>, where an individual can sign up (Subscribe) for Alerts. The Subscriber can register contact information such as multiple phone numbers, email address, fax numbers and define how they receive their alerts. Subscribers can also select the type of alerts they receive by selecting a geopolitical jurisdiction, a category of alert, or by selecting an area on a GIS map. The NY-ALERT public website allows the viewing of active and archived Alerts either in a list view or on a map, <https://www.nyalert.gov/map>.

The current NY-ALERT MNS solution also offers government agencies, and other authorized organizations, the option to send Private Notifications and Alerts to specific groups and users. These Private groups can upload contact information into the application to be used for Alerts, as opposed to the public users who sign up for Alerts directly.

In addition to the NY-ALERT MNS public portal for citizen Subscribers, the current NY-ALERT MNS solution offers several web portals for other entities such as NYS government agencies and other authorized organizations to customize their interface to meet their specific need. The current MNS implementation offers an entity the ability to customize implementation of NY-ALERT with specific branding, workflows, and predefined templates and Alert options to meet their particular needs.

The customized portals require integration with other applications to collect and display information and Alerts specific to that Entity. The NY-ALERT program currently hosts four customized Application Program Interfaces (API) to applications hosted in other New York State data centers.

## 2.3 BUSINESS GOALS (FUTURE STATE)

The State would like to expand the NY-ALERT program services and increase the Subscriber base in New York State, while increasing the throughput of Notifications and Emergency Alerts. The goal of this procurement is to procure a new vendor hosted and supported MNS with similar functionality to the current MNS solution. This would entail the migration of all NYS Data into the new system. The new MNS solution will provide added redundancy and stability to the NY-ALERT MNS services.

The functionality of the current NY-ALERT program will be required to be integrated into the new MNS so that it will be seamless to users of the new system and continue to operate as it does today. All current MNS system web portals public and private will need to be recreated and redesigned and any existing API's will need to be developed to continue to maintain current functionality.

## SECTION 3 - SOLUTION REQUIREMENTS

### 3.1 DESCRIPTION OF SCOPE OF WORK

#### 3.1.1 Mandatory Functional Requirements

Mandatory Functional Requirements are presented in **Attachment 23 - Requirements Traceability Matrix**. For each requirement listed, the vendor must state that the proposed solution can satisfy the stated requirement. This section will be scored as Pass or Fail. Failure to meet any of the requirements will result in the Proposal being eliminated from further consideration. Additionally the Bidder must state where the requirement will be addressed in the Engagement Approach in **Attachment 18 – Technical Proposal Form**.

#### 3.1.2 User Interfaces

NY Alert currently has four user interfaces. They are:

1. <https://www.nyalert.gov/> - This is the primary website that is utilized by subscribers to define a profile with contact information and enroll in notifications.
2. <https://oop.nyalert.gov/> - This website is a notification service for victims who have been granted certain Court Orders of Protection to be notified when an Order of Protection has been served. Users are able to enter an Order of Protection number and define notification preferences.
3. <http://jic.nyalert.gov> – This website serves as a collaboration portal for the Indian Point Joint Information Center. It provides contact information, press releases, and alerts as issued by one of four jurisdictions. Users are directed to <https://www.nyalert.gov> to sign up for any radiological alerts.
4. <https://login.nyalert.gov> – This website is the main page for Notifiers to create messages. A sample manual for Notifiers can be found at: [http://www.dec.ny.gov/docs/water\\_pdf/alertmanualv2.pdf](http://www.dec.ny.gov/docs/water_pdf/alertmanualv2.pdf). Notifiers are generally taken through a series of pages to define messages or capture information related to specific events. At times, templates can be used to assist with the creation of notifications in a timely fashion.

Functions of these user interfaces are captured as part of the mandatory requirements in **Attachment 23 - Requirements Traceability Matrix**.

#### 3.1.3 System Interfaces

NY Alert currently has interfaces to both State and Federal Systems. Sample interface information can be found in **Exhibit 3 – Interface Requirements**.

#### 3.1.4 Hosting Requirements

The State is procuring a web-based hosted solution. Hosting requirements can be found in **Exhibit 1 – Hosting Requirements**.

#### 3.1.5 Security Requirements

Security requirements can be found in **Exhibit 2 – Security Requirements**.

#### 3.1.6 Key Personnel Requirements

The State requires that the Bidder provide a Project Manager and a Technical Lead for the implementation phase of the project. The State prefers that these key personnel do not change during the project. In the event that a staffing change is required, the Bidder will offer the State a

replacement candidate with comparable or greater documented skills of the key personnel being replaced. A two week transition period is required in which the departing staff and the new staff will work together to transition the responsibilities. The State reserves the right to interview any key personnel and approve/reject their assignment to this Agreement for any reasonable and legally valid basis.

**3.2 PROJECT DELIVERABLES**

**3.2.1 Deliverable Acceptance Process**

Contractor will use **Appendix I – Deliverable Acceptance Form** to request written approval and acceptance by ITS of Contract Deliverables. Deliverables must meet contract requirements. There shall be no verbal acceptance or acceptance by default of a deliverable.

**3.2.2 Table of Deliverables**

The following table identifies all deliverables to be provided by the Contractor:

<b>Deliverable Name</b>	<b>Type</b>	<b>Description</b>
Project Management Plan		The awarded Bidder and NYS will meet to review, discuss, align expectations, and finalize the Project Management Plan included in the Technical Proposal. This should be completed two weeks prior to the Project kick-off meeting.
Implementation Plan		The awarded Bidder and NYS will meet to review, discuss, align expectations, and finalize the Implementation Plan included in the Technical Proposal. This should be completed two weeks after the Project kick-off meeting.
Support and Maintenance Plan		The awarded Bidder and NYS will meet to review, discuss, align expectations, and finalize the Support and Maintenance Plan included in the Technical Proposal. This should be completed one month before to the targeted go-live date of the solution indicated in the Implementation Plan.
Production Solution		Acceptance of the system will occur forty-five (45) days after the system goes live with ability to connect to the federal network and broadcast emergency notifications.

**4 PROCUREMENT PROCESS**

**4.1 METHOD OF AWARD**

ITS will make an award for the services described in this RFP to a responsive and responsible Bidder on a “Best Value” basis. Best Value means that the proposal that optimizes quality, cost, and efficiency among

responsive and responsible Bidders shall be selected for award (State Finance Law, Article 11, Section 163).

## 4.2 ADMINISTRATIVE REQUIREMENTS AND INFORMATION

### Inquiries from Bidders

New York State Finance Law §§139-j and 139-k imposes certain restrictions on communication between NYS and Bidders during a procurement. Bidders should submit all RFP inquiries, questions, or comments to [its.sm.ITS\\_BIDS@its.ny.gov](mailto:its.sm.ITS_BIDS@its.ny.gov) using the Vendor Questions Form (Attachment 4) by the due date indicated on the Calendar of Events. **No other method of inquires will be accepted.**

Additional information is available at: <http://ogs.ny.gov/Aboutogs/regulations/defaultAdvisoryCouncil.html>

Administrative issues pertaining to sending/receiving email through the designated mailbox may be reported at (518) 402-2725.

### Communications from NYS to Vendors

ITS has established a procurement website for the purpose of disseminating information relating to this procurement, and vendors are encouraged to monitor the site. The website URL is provided on the cover page of this RFP.

### Procurement Record

ITS shall maintain a Procurement Record that documents the procurement process.

### Building Access Procedures for Visitors and Hand Deliveries

To access the ITS office building, all visitors must present photo identification at the Security Desk and comply with other requirements. Bidders who intend to hand-deliver Proposals or utilize independent courier services should allow extra time to comply with these procedures. Bidders hand-delivering their Proposals should ask the security personnel at the security desk to call the Designated Contact(s) indicated in this RFP or the Procurement and Contracts Support Unit. Building Access procedures may change or be modified at any time. Bidders assume all risks for timely, properly submitted hand deliveries.

## 4.3 NO LATE SUBMISSIONS

**All Proposals must be submitted and received by the Proposal submission dates and times specified in this RFP. Proposals received after the Proposal Submission Deadline shall be rejected.**

**Faxed proposals and electronic submission will not be accepted.** If proposal packaging labels are not sufficient to identify the contents, ITS reserves the right to open packages for the purpose of identifying the source and contents of the package. All materials submitted by the Bidder become the property of the State of New York Office of Information Technology Services and may be returned only at the sole discretion of ITS.

## 5 PROPOSAL REQUIREMENTS

### 5.1 PACKAGE LABEL

All Proposals must have a label on the outside of the package or shipping container with the following information:

RFP 000460 Mass Notification System - PROPOSAL ENCLOSED

NOT TO BE OPENED EXCEPT BY AUTHORIZED PERSONNEL

**5.2 MULTIPLE SUBMISSIONS**

Bidders may submit more than one proposal for the purpose of offering alternative solutions but each proposal must meet all of the mandatory requirements of the RFP, be complete in itself, and must not reference or incorporate portions of another proposal submitted by Bidder. Multiple proposals received from the same Bidder will be separately evaluated by ITS as if each proposal were the sole submission of the Bidder.

**5.3 GENERAL REQUIREMENTS FOR PROPOSALS**

Bidders must submit a complete response to this RFP that satisfies the requirements set forth below. Failure to do so may render the Bidder’s proposal non responsive. A proposal check list is included in this RFP as Attachment 1.

Proposals that make extensive use of color photographs or illustrations, or that include separate brochures or marketing materials and overly elaborate embellishments, are discouraged.

All proposals submitted in response to this RFP, must be written in the English language with quantities expressed using Arabic numerals and United States Dollars (\$ USD), as applicable.

**5.4 TECHNICAL, FINANCIAL AND ADMINISTRATIVE PROPOSAL REQUIREMENTS**

**Technical Proposal – Must NOT include any financial information**

REQUIREMENTS	DIRECTIONS	FORM NO.
Title Page	Label this page “Technical Proposal” and include: <ul style="list-style-type: none"> <li>- RFP Title and number</li> <li>- Bidder’s name and address</li> <li>- Name, address, telephone number, and email address of the Bidder’s contact person</li> <li>- Date of the Proposal</li> <li>- Bidder’s Federal Tax ID Number</li> <li>- Bidder’s NYS Statewide Financial System Supplier (SFS) ID Number, if known</li> </ul>	18
Executive Summary and Bidders Experience	Provide Company background and experiences	
Table of Contents	Must identify all proposal contents by page and section number	

Engagement Approach	<p>Describe how the Bidder will meet the RFP requirements, including:</p> <ul style="list-style-type: none"> <li>- Project Management Plan</li> <li>- Implementation Plan</li> <li>- Maintenance and Support Plan</li> </ul>	
Solution Demonstration	<p>Upon notice by the State, vendors susceptible to award will be required to demonstrate their solution at a designated State location, date and time. The purpose of this demonstration is to impart an understanding of how specific services will be provided, to substantiate the information contained in the Bidder's proposal and for the Bidder to further explain and demonstrate its proposed solution, experience and capabilities. This demonstration should be conducted by key personnel such as technical staff, including project management, and the system architect. The State will provide a proposed agenda and demonstration criteria at such time.</p>	
Minimum Bidder Qualifications Certification	Must certify that Bidder meets each minimum qualification	20

**Financial Proposal**

REQUIREMENTS	DIRECTIONS	FORM NO.
Title Page	Label this page "Financial Proposal"	
Table of Contents	Identify all proposal contents	
Financial Proposal Workbook	<p>Pricing Requirements</p> <ol style="list-style-type: none"> <li>1. Vendor shall provide pricing for the implementation and ongoing operation of a statewide mass notification system. System shall include unlimited administrators. Pricing shall include implementation costs, annual ongoing support and hosting costs, and upgrades to the system.</li> <li>2. Vendor shall provide pricing for unlimited emergency and non-emergency notification messaging.</li> </ol>	22

	<ol style="list-style-type: none"> <li>3. Vendor may provide detail on other pricing methods.</li> <li>4. Vendor shall indicate if future system upgrades are included in annual cost or it they will be charged separately.</li> <li>5. Vendor shall hold pricing valid for 180 days after the submission of the proposal.</li> </ol>	
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**Administrative Proposal**

REQUIREMENTS	DIRECTIONS	FORM NO.
Firm Offer Letter	Must be signed and notarized	7
NYS Required Certifications		5
Lobbying Forms		8
Contractor Requirements for EEO and MWBE		9, 10
EEO Policy Statement		11
Consultant Disclosure Form A		12
ST -220-CA Contractor Certification	<a href="http://www.tax.ny.gov/pdf/current_forms/st/st220_ca_fill_in.pdf">http://www.tax.ny.gov/pdf/current_forms/st/st220_ca_fill_in.pdf</a>	
NYS form CE-200, C-105.2, U-26.3, SI-12 or GSI-105.2 (Workers Comp) and NYS form CE-200, DB-120.1 or DB-155 (Disability)		
Vendor Responsibility Questionnaire For-Profit Business Entity	May be completed online at <a href="http://www.osc.state.ny.us/vendrep/forms_vendor.htm">http://www.osc.state.ny.us/vendrep/forms_vendor.htm</a> . or a hardcopy may be submitted	
Extraneous Terms and Conditions Form	This should be submitted only if Bidder is proposing extraneous terms	13

## **5.5 EVALUATION METHODOLOGY**

The evaluation process will be conducted in a comprehensive and impartial manner. The Technical Proposal will be weighted at XX%, and the Financial Proposal will be weighted at XX%. There will be no points awarded to the Administrative Proposal.

### **Proposal Completeness Review**

After the Proposal opening, each proposal will be screened for completeness and conformance with the RFP requirements. Proposals that do not meet the RFP requirements may be deemed non-responsive, removed from further consideration, and the Bidder notified accordingly. Proposals that pass will proceed to the Technical Evaluation.

### **Minimum Qualifications Evaluation**

Proposals submitted by Bidders will be evaluated on a Pass/Fail basis to determine whether they satisfy the RFP's minimum qualifications. Proposals that fail to meet the minimum qualifications will be deemed non-responsive, will not be further evaluated, and the Bidder will be notified accordingly. Passing proposals next proceed to the Technical and Financial Evaluations. Bidders may still be disqualified if it is later determined that the Bidder did not meet all of the RFP minimum qualifications and should not have qualified to move on to the Technical and Financial Evaluations stage.

### **Technical Proposal Evaluation**

The Technical Proposal evaluation will be based upon a maximum score of XX points. The Technical Evaluators will independently score each Technical Proposal using a weighted average to calculate the Technical Score for each responsive Bidder.

### **Financial Proposal Evaluation**

The Financial Proposal evaluation will be based on a maximum score of XX points which will be allocated to the proposal with the lowest price. All other responsive proposals will receive a proportionate score based on the relation of their Financial Proposal to the proposal with the lowest price, using this formula:

$$\text{Financial Proposal points awarded} = \text{XX points} \times \left( \frac{\text{Lowest Price Financial Proposal}}{\text{Price of Proposal Being Evaluated}} \right)$$

### **Final Composite Score**

A final composite score will be calculated by adding the Technical Proposal points to the Financial Proposal points. The Proposals will be ranked based on the combined scores. The Bidder with the highest score may receive a tentative award, subject to successful contract negotiations and approval by the Attorney General and Office of the State Comptroller.

Should more than one Bidder get the same total score, the tie will be broken using the Financial Proposal score. When price and other factors are found to be substantially equivalent, ITS will select the winning Bidder at its sole discretion.