Specification

State of Alabama

Alabama Department of Public Health

Bureau of Disease Control

Division of HIV/AIDS Prevention & Care

Mobile Application Development, Reporting, and Maintenance

April 28, 2015
I. Purpose

The Alabama Department of Public Health (ADPH) HIV/AIDS Prevention and Care Division requests bids for the development and maintenance of a mobile app. The purpose of the app is to provide educational outreach to at risk populations. The developer must have a proven track record of providing copyrighted educational materials in the areas of HIV/AIDS, and STD. Content for the app will be provided by the developer and approved by ADPH.

II. Mobile App Requirements:

A. The app will provide educational information supplied by the developer and approved by ADPH HIV/AIDS Division on the topics including, but not limited to: HIV/AIDS, STDs, and contraception methods.

B. The app will have location based search capabilities for clinical testing sites throughout the state. A list of testing sites and contact information will be provided by ADPH to the developer. Updates to testing site information will be made when requested by ADPH. The app will provide the following capabilities with respect to testing sites: direct dial testing site; send email to testing sites, when appropriate; get directions to testing site; obtain address and office hours of testing site.

C. Developer will provide to ADPH statistical reports on app download and usage via Google Analytics or equivalent method. All data is to be reported in Microsoft Excel format.

D. Content must be available in English and Spanish.

E. The app must be available in Android and iOS formats and compatible with smart phones, tablets, and iPads. The app must be updated, as necessary, when new versions of base operating systems become available.

F. The app must provide video/multimedia presentation capability for relevant information.

G. The app must provide access to a glossary of terms appropriate to the subject matter. The glossary must be searchable. The glossary content will be provided by the developer and approved by ADPH.

H. The app must provide links to additional ADPH web resources. Links must be updated when necessary or as requested by ADPH.

I. The app must be capable of providing additional content or topics as may be deemed necessary by ADPH to meet future needs.

III. General Information

A. Contact Person: Brenda Cummings
   Director, Communication and Training Branch
   Division of HIV/AIDS Prevention and Care
B. Verbal Instructions Prohibited:

No actions shall be indicated or executed by the bidder as a result of any discussions with any Department employee. Only those communications which are in writing from the Department may be considered as a duly authorized expression of the State. Only communications from bidders which are signed in writing will be recognized by the Department as duly authorized expressions on behalf of the bidders.

C. Cost of Preparation of Bid Response:

The State is not liable for any costs incurred by an applicant in responding to this ITB.

D. Record and Document Retention

The Contractor shall maintain documentation of all payments. All books, records, and documents of the Contractor that relate to work performed or money remitted under this contract shall be maintained for a period of seven years from the date of the final closeout of the current fiscal year. The records shall be subject to audit at any reasonable time upon reasonable notice by the State of Alabama.

IV. Proposal Format and Content

A. Proposals shall provide a concise description of the potential contractor’s capabilities to satisfy the requirements of this specification. Emphasis shall be on completeness and clarity of content. There is no intent to limit the contents of a proposal and the State’s “General Instructions” to permit the inclusion of any additional information a bidder deems pertinent. The bidder should provide a “Table of Contents.” The
proposal must be in sufficient detail to permit understandable and comprehensive evaluation of the proposal.

B. The proposal Submitted shall contain the following sections:

1. Technical Proposal:
   This section shall contain all pertinent data relating to the potential bidder’s organization, personnel, and experience that would substantiate bidder’s qualifications and capabilities to perform the services called for in this proposal herein described. The Technical Proposal must describe provision of the required activities. References from at least three satisfied customers must be included.

2. Cost Proposal:
   The Cost Proposal should include the following:
   1. The cost to develop the app(s).
   2. The annual cost to provide usage reports and maintain the software.

   Applicants should acknowledge that the calculated “cost to develop the app(s)” and “annual cost to provide usage reports and maintain the software” includes the cost of providing the minimum required services. Applicants should also acknowledge that the Department will not be held liable for costs that may be incurred by Contractor other than the proposed “cost to develop the app(s)” and “annual cost to provide usage reports and maintain the software.”

V. Method of Award of Contract:
   The Department will conduct a comprehensive, fair, and impartial evaluation of responses to this ITB. The Department reserves the right to reject all proposals. The award shall be made to the lowest responsive and responsible bidder based on the cost to develop the App(s) plus one year annual cost to provide usage reports and maintain the software.

VI. Contract Term:
   The contract period of performance is August 1, 2015 through July 31, 2016. The State can exercise options to extend the period of performance by two years, one year at a time. Exercise of options is a unilateral right of the State.