



STATE OF INDIANA

Michael R. Pence, Governor

DEPARTMENT OF ADMINISTRATION
Procurement Division
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Indianapolis, Indiana 46204
317 / 232-3053

Award Recommendation Letter

Date: September 29, 2016

To: Eric Klinefelter, Deputy Director of Strategic Sourcing and Buyer Operations
Indiana Department of Administration

From: Leslie Jones, Account Manager
Indiana Department of Administration

Subject: Recommendation for Award of RFP 17-007
Indiana Toll-Free Consumer Hotlines

Total Value of Initial Two-Year Contract Term: \$251,816.00

Based on the State's evaluation of responses received for RFP 17-007, **Morneau Shepell BDA Limited** is recommended for award to provide Indiana Toll-Free Consumer Hotlines for the Division of Mental Health and Addictions of the Indiana Family & Social Services Administration (FSSA).

Morneau Shepell BDA Limited is committed to subcontracting 8.99% of the contract value to Fineline Printing Group, a certified Minority Business Enterprise (MBE), 10.32% of the contract value to Engaging Solutions, LLC, a certified Women Business Enterprise (WBE), and 3.37% of the contract value to One Point, a certified Indiana Veteran Business Enterprise (IVBE).

Terms of the award recommendation are outlined in this letter.

The State of Indiana received a proposal from one (1) respondent:

- Morneau Shepell BDA Limited

The proposal was evaluated by FSSA and IDOA according to the following criteria established in the RFP:

- Adherence to Mandatory Requirements (Pass/Fail)
- Management Assessment/Quality (MAQ) (40 points)
- Cost Proposal (35 points)
- Indiana Economic Impact (5 points)
- Buy Indiana (5 points)
- Minority Business Sub-Contractor Commitment (5 points + 1 available bonus point)
- Women Business Sub-Contractor Commitment (5 points + 1 available bonus point)
- Indiana Veteran Business Enterprise Sub-Contractor Commitment (5 points + 1 available bonus point)

The proposal was evaluated according to the process outlined in Section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

A. Adherence to Requirements

The proposal was reviewed for adherence to mandatory requirements. The Respondent was deemed responsive and was then evaluated based on its Business Proposal, Technical Proposal, and Cost Proposal responses.

B. Management Assessment/Quality

Business Proposal (4 points)

For the business proposal evaluation, the evaluation team considered the information the Respondent provided in the business proposal. The following areas were reviewed to assess the Respondent's ability to serve the State:

- Respondent Company Structure
- Company Financial Information
- Integrity of Company Structure and Financial Reporting
- Contract Terms/Clauses
- References
- Registration to do Business
- Authorizing Document
- Subcontractors
- Experience Serving State Governments
- Experience Serving Similar Clients
- Indiana Preferences

Technical Proposal (36 Points)

For the technical proposal evaluation, the team considered the Respondent's proposal in the following areas:

CRITERIA / QUESTION	RFP SECTION
Provide a background on your company. Include any pertinent information that will give the State a better understanding of the scope of your business.	2.1
Describe your knowledge of Family and Social Services Administration (FSSA) and the Division of Mental Health and Addiction (DMHA).	2.2
Describe your experience working with Indiana's mental health and addiction populations.	2.3
Describe your experience in providing call center, social media and/or two-way communication services for health care and/or government entities.	2.4
Provide an outline of how you intend to staff each of the toll-free hotlines to ensure wait times of less than thirty (30) seconds and abandonment rates of less than ten percent (10%).	2.5
Provide an outline of how you intend to staff the social media services proposed to ensure quality service to contacts.	2.6
Please provide recent statistics from similar lines that you answer showing calls received, average wait time, and abandonment rate (the number of calls abandoned before the caller reached a representative).	2.7
Describe your plan to train staff, both initially and on an ongoing basis.	2.8
Describe your experience in handling crisis calls and/or text messages; please include a sample of your current/proposed policies and procedures for handling such contacts.	2.9
Describe your experience working with repeat contacts (individuals who call a line multiple times without presenting a new need). Please provide a sample communication plan for such a contact.	2.10
Provide an outline of methods and procedures to be used to ensure quality customer service on each of the hotlines and social media services. Please provide a sample of an outcome survey.	2.11
Describe how supporting documentation of each call will be maintained, including plans to ensure confidentiality of information.	2.12
Provide an overview of your current/proposed technology that would allow for call and social media contact tracking/monitoring, connecting clients to third parties, etc. Please also describe your plan to transmit client data securely.	2.13
Provide a sample report that would work on this contract, including how you would report trends and analysis of data.	2.14

The evaluation team's scores were based on a review of the Respondent's proposed approaches to each section of the Business and Technical proposals, Section 2.3 and Section 2.4, as well as specific questions that the Respondent was asked to respond to in the RFP. The results of the initial Management Assessment/Quality evaluation are shown below:

Table 1: Initial Management Assessment/Quality Scores

RESPONDENT	MAQ SCORE
Morneau Shepell BDA Limited	29.69

C. Cost Proposal (35 Points)

The initial cost proposal, which was the lowest cost proposal received, was evaluated. The lowest cost proposal received a total of 35 points. The normalization formula used is as follows:

$$\text{Respondent's Cost Score} = (\text{Lowest Cost Proposal} / \text{Total Cost of Proposal}) \times 35 \text{ points}$$

Table 2: Initial Cost Scores

RESPONDENT	COST SCORE
Morneau Shepell BDA Limited	35.00

D. First Round Total Scores

The First Round Management Assessment and Quality Score in Table 1 (shown above) was combined with the Initial Cost Score in Table 2 (shown above) to generate a total score. The combined score (out of a possible maximum of 75 points) is tabulated in Table 3 below.

Table 3: First Round Total Scores

RESPONDENT	MAQ SCORE (40 MAX)	COST SCORE (35 MAX)	TOTAL SCORE (75 Max)
Morneau Shepell BDA Limited	29.69	35.00	64.69

The Respondent was asked to respond to clarification questions, as needed, and invited to reduce pricing through a Best and Final Offer (BAFO) round.

IDOA then scored the Respondent in the following areas: Buy Indiana (5 points), Indiana Economic Impact (5 points), Minority Business Participation (5 points + 1 available bonus point), Women Business Participation (5 points + 1 available bonus point), and Indiana Veteran Business Enterprise Participation (5 points + 1 available bonus point) using the criteria outlined in the RFP. The total scores out of 103 possible points were tabulated and are as follows:

Table 4: Final Evaluation Scores

Respondent	Management Assessment/Quality	Cost	Buy Indiana	IEI	MBE	WBE	IVBE	Total Score
Morneau Shepell BDA Limited	29.69	35.00	0.00	5.00	6.00	6.00	6.00	87.69

Award Summary

During the course of the evaluation, the State scrutinized the proposal to determine the viability of the proposed business solutions and ability to meet the goals of the program and the needs of the State. The team evaluated proposal responses based on the stipulated criteria outlined in the RFP document.

The term of the contract shall be for a period of two (2) years from the date of contract execution. There may be two (2) one-year renewals for a total of four (4) years at the State's option.