

## New Jersey State Office of Innovation

### Statement of Objectives to Establish a Qualified Bidders List (QBL) of Agile Development Services Providers & Procure Agile Development Services for the Resident Experience Initiative (ResX)

#### Summary Sheet

Issue Date	May 23, 2025	
Point of Contact	<a href="mailto:rfp@innovation.nj.gov">rfp@innovation.nj.gov</a>	
Deadline for Questions	Jun 2, 2025 @ 5 PM ET	
Proposal Deadline	Jun 16, 2025 @ 5 PM ET	
Period of Performance	<b>QBL</b> Est. 7/28/2025 - 12/31/2026, with options to extend	<b>ResX Agile Development Services</b> Est. 7/28/2025 - 12/31/2026
Scope/Executive Summary ( <a href="#">p. 3</a> )	The Office of Innovation (“Office”) seeks to establish a QBL for future solicitations, and for the purpose of selecting an agile software development subcontractor to increase Office agility and respond to State of New Jersey (“State”) agency demand for a growing portfolio of modernized digital products and services for State residents.	
Minimum Qualifications ( <a href="#">p. 22</a> )	Substantial evidence of the company’s ability to implement, manage, and support technical aspects of digital services; proficiency in critical areas of agile software development, data management, cybersecurity, and human-centered design.	
Set-Asides	<input checked="" type="checkbox"/> Not Applicable	
Budget ( <a href="#">p. 8</a> )	<b>QBL</b> N/A	<b>ResX Agile Development Services</b> Not to exceed \$8M
Submission Criteria ( <a href="#">p. 22</a> )	Send proposals to <a href="mailto:rfp@innovation.nj.gov">rfp@innovation.nj.gov</a> <ul style="list-style-type: none"> <li>QBL Technical Proposal: 31 pages and completed Digital Maturity Assessment</li> <li>ResX Technical Proposal: 10 pages               <ul style="list-style-type: none"> <li>Resumes/Letters of Intent: 1 page each</li> </ul> </li> <li>Price Proposal: Rate Card; Price Template</li> </ul>	

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## 1.0 Background and Purpose

The purpose of this Request for Proposal (RFP) is twofold:

1. develop a list of vendors qualified to build, integrate, and maintain reliable, scalable, modern, tested digital tools and programs using agile development and human-centered design in support of the State of New Jersey's Office of Innovation ("Office") initiatives; and
2. enter into a single subcontract agreement with one such qualified bidder to support the immediate needs of the Resident Experience Initiative (ResX) product portfolio.

At various times, the Office receives funds for specific projects made available to the Office and the InnovateNJ program through its fiscal sponsor, the [National Center for Civic Innovation](#).

The intent of establishing a Qualified Bidders List (QBL) is to more quickly identify and subcontract with responsive and responsible vendors to perform digital service work in close collaboration with the Office. Doing so advances subcontractor understanding of and agreement with necessary flow-down clauses, terms, and conditions that apply to all potential projects with the Office that derive from similar funding sources.

The initial impetus for issuing this RFP for a QBL is a specific source of federal funding (SLFRP1024), a portion of which was appropriated by the State under the FY2023 Appropriations Act to the Office of Information Technology (OIT), and later allocated to the Office, to support ResX, a multi-year effort aimed at streamlining, simplifying, and improving how the State delivers key benefits and services to residents through the use of agile methodologies and human-centered design. While current initiative demands are relatively clear, the Office anticipates specialized requirements within ResX will emerge over the course of the next year that may not sufficiently be met by a single subcontractor selected on the basis of current needs. Such constrained visibility warrants the ability to quickly obtain additional delivery capacity.

As additional funding sources are identified for the Office's various initiatives, it may consider re-opening this QBL or establishing a separate subcontracting mechanism.

### 1.1 Background

ResX is an expansion of efforts during the COVID-19 pandemic to use innovative approaches to help the public find vaccine appointments, secure protection from eviction during economic hardship, and connect with vital programs and services.

ResX puts residents and their experience at the center of all design, engineering, policy, and implementation considerations. Using extensive user research, cross-agency collaboration, and agile development, ResX works to tangibly improve the lives of residents. At a high level, ResX also advances uniform standards across government, shared digital services, and the creation of cross-agency one-stop websites.

## 1.2 Problem

Whether it's accessing health insurance through NJ FamilyCare, obtaining nutritional food benefits through SNAP, or finding meaningful employment through the State's multitude of workforce programs, millions of New Jerseyans interact with the State government in person, on the phone, and online to receive benefits and support. While these benefits and services are impactful, the process to access critical support can be long, complex, and confusing, discouraging some from even applying for benefits they are eligible for. Bureaucratic silos, complex processes, and hard-to-reach customer service are significant barriers that disproportionately hinder the State's most vulnerable from accessing benefits.

## 2.0 Scope

### 2.1 Qualified Bidders List (QBL)

While the scope of activities that may be solicited among QBL vendors is not fully known, Offerors must demonstrate capability in the following areas:

- Agile software development methodologies
- Building and continuously improving digital products, services, and their functionality
- Product management
- DevOps
- Automated Behavioral Testing
- Continuous Integration, Continuous Deployment (CI/CD)
- User Experience (UX) principles, user research, and usability testing
- Accessibility (a11y)
- Internationalization (i18n)
- Open Source/Reuse
- Data Management, Sharing, and Security
- Data Analytics and Data Science
- A/B Testing and Evaluation
- Documentation and Transition Support
- Technical Support

For the QBL portion of the Offeror's response, please review the [Technical Submission](#) requirements below.

### Potential Projects

In addition to the projects referenced under Section [2.2](#)—which are the Office's immediate priority and should form the basis of Offerors' quotes—the following projects may also benefit from subcontractor

support in the future. These projects are illustrative only; they are not an exhaustive list of the projects the Office currently supports or will support under the ResX Initiative. The Office is providing them for Offerors' awareness.

### **NJ Direct File**

In collaboration with [Code for America](#), for State tax filers who are [eligible](#), as of the 2025 tax filing season [FileYourStateTaxes.org](#) connects New Jersey residents with [IRS Direct File](#) to allow e-filing of State returns directly with the government for free.

### **Doula Medicaid Enrollment**

For doulas seeking to offer care as a maternity benefit to NJ FamilyCare Members, the Office is exploring how to simplify the contracting process with Managed Care Organizations (MCOs) to reduce the time, complexity, and burden placed on doulas attempting to enroll in Medicaid, ultimately aiming to increase and equalize access to doula care for birthing people in the State.

### **Language Access**

In 2024, the State legislature passed the New Jersey Language Access Law which mandates the translation of vital documents into the most common non-English languages spoken by limited English proficiency (LEP) individuals in the State. The Office is implementing a translation management system (TMS) to be used across all of its own projects and initiatives to expand its own language access efforts that support agency partners.

### **TDI/FLI**

For applicants for Temporary Disability Insurance (TDI) or Family Leave Insurance (FLI), the Office is partnering with the New Jersey Department of Labor on claims processing improvements.

## **2.2 ResX Agile Development Services**

The subcontractor shall provide the Office with product, technical, data, and design support for the ResX program's development and sustainment, including project management, product management, technical implementation, DevOps, design, testing, rollout, and content management across multiple channels.

The subcontractor shall expect to provide an experienced base team consisting of 1 Product Manager, 1 Designer, and 2 Engineers. This base team is expected to be expanded to meet the needs of the Office's ResX team and determined via consultation between the Office and the subcontractor. The Office also reserves the right to reduce the size or hours of the base team if doing so would best meet the needs of the Office, the State, or the project.

The subcontractor team will be working as a member of an integrated team with other experienced designer(s), engineer(s), and/or product manager(s) at the overall direction of the Office's designated

Project Lead. The subcontractor should be prepared, if deemed necessary, to operate as an independent team without additional integrated engineering, product, and design support at the overall direction of the Office's designated Project Lead. This document specifies specific methodologies and playbooks that are followed by the team and these may be adapted by the Office throughout the course of the contract to meet the needs of the State and New Jerseyans.

### **2.2.1 ResX Products and Product Vision Statements**

ResX is a dynamic initiative including multiple State agency stakeholders and partners. Its efforts to modernize State programs, benefits, and services are ongoing. The problem spaces encountered are often ambiguous, but the initiative is scaling to tackle high priority program areas including housing and utility assistance, food security, worker benefits, and more.

The products and product vision statements below are illustrative of the initiatives currently ongoing where the opportunity for subcontractor support is most clearly advantageous. This is not an exhaustive list of the products and services within the ResX initiative, nor does the Office represent it as an exhaustive list the selected subcontractor may possibly support. Offerors should review these product vision statements in context of the [base team](#) requested above and the illustrative [product backlog](#) listed below.

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### **Contact Center Modernization**

For State Agencies who manage customer call centers, the modernized contract center infrastructure is an Amazon Web Services (AWS) -based—specifically [Amazon Connect](#)—platform that, to date, has introduced best practices and features that have demonstrated significant improvements in call center efficiency and cost, including:

- 15% increase in number of callers who talked to an agent
- 60% reduction in user wait times
- > 50% increase in caller self-service
- \$2M per year in cost savings

The modernized contact center improves upon legacy system shortcomings such as poor scalability, lack of omnichannel support, limited self-service options, limited support in languages other than English, downtime / reliability issues, and high maintenance costs.

The existing Office product team is supporting 6 State agencies who manage 11 Call Centers, and are iteratively building upon, deploying, maintaining, and expanding each agency's/center's use of the new system.

The Office team currently supporting this effort includes:

- 1 Product Manager (100%)
- 1 Product Manager (50%, potentially increasing to 100%)

- 1 Designer/Researcher (50%, transitioning-off shortly)
- 1 Engineer (100%)
- 1 Engineer (80%)

Additional team capacity through the support of a subcontractor would give the product team the ability to seize on key product development opportunities defined in the [backlog](#) below—primarily around omnichannel support and knowledge base management—as well as generally increase the team’s ability to respond to new customer demand within the State.

### **Innovation Platform Team**

For Office teams who encounter common challenges and problem sets, the Innovation Platform Team develops, simplifies, supports, and scales tools that support work across multiple projects and products. While primarily internally facing, the Innovation Platform Team extends the solutions it develops to State agencies in New Jersey and beyond. Examples include:

- Development of a common [feedback widget](#) for State of New Jersey government websites, which has to date tallied more than 400K ratings, collected more than 60K comments, and generated more than 20K emails shared for user research.
- Piloted and launched the [NJ AI Assistant](#), making generative AI tools available to more than 64K public sector employees in the State with active users representing 20% of the State workforce.
- Built upon the [U.S. Web Design System](#) to create a solution specific to State websites, the [NJWDS](#), granting State employees the ability to establish clear, consistent UI across digital products.

The Office team currently supporting this effort includes:

- 1 Product Manager
- 1 Designer
- 2 Engineers

Additional team capacity through the support of a subcontractor would give the product team the ability to seize on key product development opportunities defined in the [backlog](#) below—primarily around user authentication—as well as generally increase the team’s ability to identify, prioritize, and extend solutions to colleagues within the Office and across State agencies.

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The Office intends that software delivered under this task order will be committed to the public domain to the greatest extent possible. The subcontractor will have to obtain Office permission before delivering software under this task order that incorporates any software that is not free and open source. The subcontractor must post all developed code to a Git repository designated by the Office.

## **2.3 Anticipated Period of Performance, Budget, and Ceiling Price**

### **2.3.1 QBL**

An established position on the QBL is not a guarantee of business and, therefore, does not have an associated budget or established ceiling price. The QBL will have an initial period of validity from the date of announcement through December 31, 2026. At its sole discretion, the Office may extend the validity of the QBL in 6 - 12 month increments through June 30, 2030, including through the use of [on-ramping procedures](#).

### **2.3.2 ResX Agile Development Services**

The Office plans to issue a subcontract for ResX Agile Development Services with an anticipated value not to exceed \$8M for services, pending the availability of resources. While the contract will be effective through December 31, 2026, we anticipate at this time that the Office's final authorization of work will take place on or around November 16, 2026 to allow for all phase-out and contract closeout activities to take place before the new year. This figure and these dates are not guaranteed; the nature of the hybrid firm-fixed-unit-price (FFUP) per sprint and time-and-materials (T&M) contract type for this subcontract allows the Office to order up to the \$8M threshold based on initiative needs.

## **3.0 Objectives**

### **3.1 QBL Objectives**

The Office intends to establish a pool of pre-qualified vendors with whom it can rapidly conduct ordering activities as product portfolio demands require, as agency partners' needs evolve, and – crucially – as the Office identifies relevant sources of funding. This is a novel effort for the Office, therefore as a form of a pilot we are limiting the initial on-ramp effort to support the ResX initiative.

### **3.2 ResX Objectives / Product Backlog**

The set of preliminary user stories set forth below provide examples of the development of software to be provided under a subcontract. These preliminary user stories are provided only for illustrative purposes, and do not comprise the full scope or detail of the project. For most projects the Office anticipates requiring that the subcontractor work closely with the Office Project Lead to perform regular user research and usability testing and to develop and prioritize a full gamut of user stories as the project progresses.

Individual user stories may be modified, added, retracted, or reprioritized by the Office at any time, and the Office expects that the user stories will be continuously refined during the development process.

To aid Offerors, the Office has provided a matrix containing these stories as Attachment E.



## Contact Center Modernization

### Omnichannel Support and Live Chat

#### Persistent Chat

- **As a Contact Center User**, I need to return to a chat I started earlier so I can continue the conversation without repeating myself.
- **As a Contact Center Agent**, I need to see the full chat history with a returning user so I have context and can avoid asking repetitive questions.
- **As a Contact Center User**, I need to receive a response via email or text when I disconnect so I don't miss important information from the agent.
- **As a Contact Center Agent**, I need the ability to trigger a follow-up message via email or SMS when a user drops from the chat so I can maintain the conversation.

#### Macros & Saved Replies

- **As a Contact Center Agent**, I need to use saved replies (macros) so I can respond quickly and consistently to common questions.
- **As a Contact Center Manager/supervisor**, I need to create or edit macros so I can tailor them to the needs of our contact center.
- **As a Contact Center Agent**, I need macros that can perform actions (e.g., send a final message, close the chat, trigger a survey) so I can reduce manual steps.
- **As a Supervisor**, I need to manage a library of approved macros so I can ensure agents are using consistent, up-to-date messaging.

#### Q&A Bot Triage

- **As a Contact Center User**, I need to get an instant answer to my question from a knowledge base so I can resolve my issue without waiting for an agent.
- **As a Q&A Bot**, I need to ask the user if their question was answered so I can determine whether to escalate the chat.
- **As a Contact Center User**, I need to be routed to a live agent if the automated response doesn't help so I can get personalized support.
- **As a Contact Center Agent**, I need to see the Q&A bot transcript before the chat is routed to me so I can avoid repeating steps already taken.

#### Chat Routing & Closure

- **As a Contact Center User**, I need to know my place in the queue or estimated wait time so I can decide whether to stay in the chat.
- **As a Contact Center Agent**, I need to close chats efficiently with a closing message and survey trigger so I can move on to the next user.
- **As a Supervisor**, I need to track chat resolution outcomes and survey results so I can monitor

quality and improve agent performance.

### Reporting & Analytics

- **As a Contact Center Manager**, I need to see how many chats were resolved by the Q&A bot so I can evaluate its effectiveness and improve knowledge base content.
- **As a Contact Center Manager**, I need to view agent-level chat metrics (e.g., chat volume, resolution time, satisfaction scores) so I can assess performance and provide coaching.
- **As a Contact Center Manager**, I need to see metrics on user drop-offs and reconnections so I can understand where users are disengaging and improve the persistent chat experience.
- **As a Contact Center Manager**, I need to report on survey results automatically collected after chats so I can measure customer satisfaction over time.
- **As a Product Manager**, I need to analyze which macros are most frequently used so I can improve or expand saved replies to better support agents.

### Accessibility

- **As a Contact Center User with visual impairments**, I need the live chat interface to be compatible with screen readers so I can navigate and participate in the conversation independently.
- **As a Contact Center User with limited mobility**, I need to be able to fully operate the chat using only a keyboard so I can access support without using a mouse.
- **As a Contact Center User**, I need font sizes and color contrasts to meet accessibility standards so I can easily read the content regardless of my visual ability.
- **As a Contact Center Developer**, I need to implement and test WCAG-compliant elements so we can ensure our chat is accessible to all users.

### Secure PII Handling

- **As a Contact Center Agent**, I need to collect sensitive personal information from a user during a chat so I can verify their identity and provide appropriate support.
- **As a Contact Center Agent**, I need to view sensitive personal information provided by the user during my active chat session so I can complete their request.
- **As a Contact Center User**, I need to feel confident that any personal information I provide is securely handled and not accessible after the chat ends so I can trust the support process.
- **As a System**, I need to encrypt and redact sensitive personal information from the chat transcript after the session ends so it is not viewable by future agents or supervisors.
- **As a Supervisor**, I need to see anonymized or redacted versions of chat transcripts for quality review so I can assess agent performance without exposing user PII.
- **As a Contact Center Administrator**, I need to configure which fields are treated as PII so the system can properly apply encryption and redaction policies.
- **As a Compliance Officer**, I need to ensure that any personal data collected during chat interactions is stored and accessed in accordance with privacy regulations (e.g., HIPAA, 42 CFR Part 2, or state-level laws).

## Knowledge Base Development and AI

### Knowledge Base Access

- **As a Contact Center Agent**, I need to access a streamlined and intuitive interface connected to multiple knowledge bases so I can quickly find accurate information to resolve caller inquiries efficiently.
- **As a Contact Center User**, I need the agent to have access to comprehensive and up-to-date information so that my questions are answered correctly the first time without unnecessary delays.

### Agent Facing Chatbot Assistance

- **As a Contact Center Agent**, I need the knowledge base chatbot to surface relevant articles and information from the knowledge base based on the context of the conversation so I can provide faster resolutions. I need to know the source of the information and the date that document was last updated, and if there are any newer versions of that content.
- **As a Contact Center Agent**, I need to collaborate with a chatbot to combine resources on a topic so I can see and learn. For example, I may need to synthesize a procedural guideline, a resident-facing link, and a script from my supervisor, all on the same topic.
- **As a Contact Center User**, I need the chatbot to assist the agent in finding answers to my questions so my issues are handled more promptly.

### Knowledge Base Updates

- **As a Contact Center Administrator**, I need the ability to easily update the knowledge base so that agents have access to the most current information.
- **As a Contact Center Administrator**, I need to be able to flag new details so the agents can notice what has been updated.
- **As a Contact Center Administrator**, I need to be able to indicate to the agent the date the information was/will be updated.
- **As a Contact Center Agent**, I need notifications when new updates or articles are added to the knowledge base so I am aware of new information that can assist callers.

### Intelligent Search

- **As a Contact Center Agent**, I need an intelligent search feature within the knowledge base so I can use keywords or phrases from the caller to quickly locate relevant information.
- **As a Contact Center Agent**, I need to be able to input lay language to connect the dots between user language and knowledge base jargon, as part of a keyword search.
- **As a Contact Center User**, I need the agent to quickly find answers to my questions using an efficient search system so that my call is handled swiftly.

## Multi-Platform Integration

- **As a Contact Center Agent**, I need the chatbot and knowledge base to integrate seamlessly with our existing call center software so I can continue using familiar systems while gaining access to new features.
- **As a Contact Center User**, I need the agent to have a smooth transition between systems so that my experience is not disrupted by technical difficulties.

## Feedback and Improvement

- **As a Contact Center Administrator**, I need to collect feedback from agents on the chatbot's suggestions and the usability of the knowledge base so I can make improvements where necessary.
- **As a Contact Center Agent**, I need to provide feedback on the chatbot's performance and the relevance of suggested articles so the system can be optimized for better accuracy.
- **As a Contact Center Administrator**, I need to be able to learn what the most frequent calls are focused on and what the caller questions are so I may enhance answers and utilize content for business process improvement.

## Innovation Platform Team

### User Authentication

There is a preferred State login solution we would like to support in our applications, but there are a few tweaks we'd like to make in order for the NJ Office of Innovation to be able to easily use the solution in resident-facing applications we develop. Secondly, these improvements may help us make it easier to use for state employee-facing applications we develop.

- **As a resident**, I can use the same login credentials across multiple state services/benefits programs so that I don't need to remember different credentials for different services.
- **As a resident**, I can set up a profile with information about myself that can be used to prefill that information on a government form, so that it's easier for me to apply for benefits/services, including sensitive data fields like SSN.
- **As a resident**, I can add my state ID to my user profile so that it's easier for me to apply for benefits/services.
- **As a resident**, I can use a "magic link" to log in to my account easily.
- **As a resident**, I can see the applications I've logged in to and the information I've shared with different programs.
- **As a resident**, I can track application status across the applications I've submitted in a central location.
- **As a resident**, I can discover personalized information and eligibility for other relevant services.

## NJ AI Assistant

We have developed an all-purpose enterprise generative AI (genAI) tool for state employees, integrated with ChatGPT via Azure OpenAI. Our current tool is built in Python/React and is currently closely coupled with Microsoft/Azure paradigms.

- **As a state employee**, I can use the state approved genAI tool easily on desktop and mobile web.
- **As a state employee**, I can use multiple genAI LLM models within the state approved genAI tool.
- **As a state employee**, I can use the state approved genAI tool to store chat history.
- **As a state employee**, I can log in to the state approved genAI tool using my state employee credentials.
- **As a state employee who is an admin of the state approved genAI tool**, I can create and configure my organization.
- **As a state employee who is an admin of the state approved genAI tool**, I can see analytics related to my organization.
- **As a state employee using the state approved genAI tool**, I have access to prompt templates.
- **As a state employee using the state approved genAI tool**, I can export the outputs of my chats.
- **As a state employee using the state approved genAI tool**, I have the ability to configure and run approved agent tasks.
- **As a state employee**, I need to process batches of prompts and aggregate results, to simplify repeated work.
- **As a state employee**, I would benefit from agent-based AI products built on the AI Assistant framework, such as a deep research agent or a comment synthesis agent, to improve my ability to achieve my work objectives.

## Feedback Widget

We have developed a short multistep feedback form that is embedded in the footer of state sites to collect ratings, feedback, and emails. The backend is currently managed in Google Suite, with admin dashboards in Looker Studio.

- **As a state employee**, I can file a request to add the state feedback form to my site.
- **As a state employee**, I can self serve to add the state feedback form to my site.
- **As a state employee**, I can see the ratings, feedback, and emails for my sites.
- **As a state employee**, I can export and analyze the feedback using state provided tools.
- **As a state employee**, I can validate that feedback ratings, comments, and resident PII are stored in a secure, scalable database with the appropriate access controls for my agency.

## Email Builder

We have developed a pilot tool that allows a single government agency to rewrite/redesign email

communications. We'd like to extend the tool so that it allows multiple government agencies to use the tool.

- **As an email builder admin**, I can configure a new organization, with custom logos, headers, templates.
- **As a state employee logging in to the email builder**, I see my organization logos, headers, and templates when I log in.

## Form Builder

We are developing solutions to simplify the development of new government benefit application forms and eligibility checks, and the digitization of PDF application forms.

- **As a state employee**, I can configure a new frontend for a form using New Jersey Web Design System components.
- **As a state employee**, I can upload a PDF and easily generate a new frontend using New Jersey Web Design System components.
- **As a state employee**, I can select the option to deploy and host my form using the form builder tool.
- **As a state employee**, I can select the option to store form data in a database provided by the form builder tool.
- **As a state employee**, I can select the option to set up an email integration for form submissions.
- **As a state employee**, I can select the option to set up a database integration for my form submissions.
- **As a state employee**, I can add a user login to my form to allow users to save progress.
- **As a state employee**, I can set up a dashboard to help me track submissions.

## Content Management System (CMS)

We are exploring a simplified solution to allow users to configure and host informational sites.

- **As a state employee**, I can configure an informational website using the New Jersey Web Design System.
- **As a state employee**, I can host an informational site using the New Jersey Web Design System
- **As a state employee**, I can add a public feedback form to my informational website.
- **As a state employee**, I can link into an application form for benefits from my informational website.

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### 3.3 List of Deliverables with Quality Assurance Surveillance Plan (QASP)

The following chart sets forth the performance standards and quality levels the code and documentation provided by the subcontractor must meet, and the most basic methods the Office will use to assess the standard and quality levels of that code and documentation. The QASP is a living

document, and the Office reserves the right to modify the QASP at any time.

<b>Deliverable</b>	<b>Performance Standard(s)</b>	<b>Acceptable Quality Level</b>	<b>Method of Assessment</b>	<b>Frequency of Assessment</b>
Tested Code	Code delivered under the order must have substantial test code coverage. Version-controlled Office GitHub repository of code that comprises product that will remain in the government domain.	Minimum of 90% test coverage of all code. All areas of code are meaningfully tested.	Combination of manual review and automated testing	Every Sprint
Properly Styled Code	<a href="#">18F.org Front- End Guide</a>	0 linting errors and 0 warnings	Combination of manual review and automated testing	Every Sprint
Accessible	Web Content Accessibility Guidelines 2.2 AA standards	0 errors reported using an automated scanner and 0 errors reported in manual testing	<a href="https://github.com/pally/pally">https://github.com/pally/pally</a>	Every Sprint
Deployed	Code must successfully build and deploy into staging environment.	Successful build with a single command	Combination of manual review and automated testing	Every Sprint
Documented	All dependencies are listed and the licenses are documented. Major functionality in the	Combination of manual review and automated testing, if available	Manual review	Every Sprint

	software/source code is documented. Individual methods are documented inline in a format that permit the use of tools such as JSDoc. System diagram is provided.			
Secure	OWASP Application Security Verification Standard 4.0, Level 2  Governance and risk compliance team in place.	Code submitted must be free of medium- and high-level static and dynamic security vulnerabilities	Clean tests from a static testing SaaS (such as Snyk or npm audit) and from OWASP ZAP, along with documentation explaining any false positives	Every Sprint
User research	Usability testing and other user research methods must be conducted at regular intervals throughout the development process (not just at the beginning or end).	Research plans and artifacts from usability testing and/or other research methods with end users are available at the end of every applicable sprint, in accordance with the contractor's research plan.	Office will manually evaluate the artifacts based on a research plan provided by the contractor.	Every Sprint
Repository Hygiene	Private data or other materials kept out of code repository. OS libraries implemented have compatible	Repos free of private/sensitive data and PII.  Repos free of software derived from GPL-licensed	Reviewed upon pull-request	Every sprint



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## 4.0 Contract Place of Performance and Contract Type

All services performed under the contract or performed under any subcontract awarded under the contract shall be performed within the United States.

The subcontractor may choose the location(s) from which to perform the required software development services, with occasional opportunities for in-person collaboration. OOI will reimburse the subcontractor for its personnel's travel for such OOI meetings, provided that the personnel's work location is not located within 50 miles of the meeting location and pre-approval is obtained. Such opportunities, should they arise, are more likely to occur at the subcontractor's place of business, as the Office functions as a remote and distributed operation. Office team members may maintain reasonably alternative work schedules, but are generally available during standard business hours (M-F 9a-5p ET).

The QBL itself is not a guarantee of business and is thus not a contract. ResX Agile Development Services will be a hybrid contract type including a combination FFUP and T&M Line Items to provide a flexible combination of predictable team capacity and surge support as needed.

## 5.0 Operating Constraints (Non-functional Requirements)

### 5.1 Environment

The successful Offeror will be expected to build upon products with the following high-level technical characteristics.

#### Contact Center Modernization

- Amazon Web Services (Connect, Lambda, QuickSight, RDS, DynamoDB, AppSync, and related services)
- Node.js / Typescript
- Serverless frameworks

#### Innovation Platform Team

- All Platform products require expertise with:
  - Python
  - JavaScript
  - React

#### User Authentication

- AWS Cognito

- Auth0
- OpenID Connect (OIDC)
- SAML

### **NJ AI Assistant**

- Built in Python and React, closely coupled with Microsoft/Azure paradigms
- Currently only integrated with ChatGPT via Azure OpenAI
  - New models would be selected by OOI, but users can request models they would like access to for OOI to review
  - We are awaiting guidance on access control policies for chat history

### **Feedback Widget**

- Google products including:
  - Google Analytics
  - Looker Studio

### **Email Builder**

- Figma
- Email/government communications infrastructure (e.g., GovDelivery)
- JavaScript-based web application

The subcontractor is likely to support products and services where technical environments and needs have not yet been defined. As much as possible, we want such products to rely on open source technologies, frameworks, and methods. For a look at how such work has materialized, please visit [github.com/newjersey](https://github.com/newjersey).

## **5.2 Personnel Skills and Knowledge**

### **5.2.1 Key Personnel**

The subcontractor must designate both a Product Manager (PM) and a Technical Lead as Key Personnel for this project.

The PM will be a direct liaison to the Office product team, and will be responsible for the supervision and management of all of the subcontractor's personnel. The PM must demonstrate:

- Experience leading the development of multiple digital products or services, or leading the development of multiple features in large products, ideally with prior experience in civic technology.
- Experience leading teams using modern, iterative, user-centered, continuous delivery methodologies and demonstrate proven skill in translating product strategy into detailed requirements and prototypes.

- Experience facilitating the delivery and iteration of digital services by conducting rapid evidence reviews, research, and field scans and effectively analyzing qualitative and quantitative user data.
- Experience scoping and prioritizing technical and design tasks into delivery plans, conducting and supporting regular sprint ceremonies, and facilitating work management and tracking.
- Experience leading products with multiple dependencies requiring joint releases to achieve measurable and demonstrated business objectives.
- Experience leading teams through the adoption of new tools, technologies, or methodologies.
- Proven track record of leading intrapreneurial initiatives that have delivered measurable and significant impact to an organization(s).
- Skill in collaborating closely with stakeholders to gather their input and enable their success, with experience in reporting progress to them in a clear and concise manner.

The Technical Lead must have a full understanding of the technical approach to be used by the subcontractor's development team and will be responsible for ensuring that the subcontractor's development team follows that approach. The Technical Lead must also demonstrate:

- Professional experience in managing and scaling an engineering team as an empathetic leader dedicated to advocating for, mentoring, and uplifting engineers to help them succeed.
- Experience working at all levels of the development stack, including but not limited to: frontend web applications, backend APIs and databases, cloud infrastructure, DevOps, and pipelines.
- Experience with technologies such as: modern JavaScript, React, CSS, HTML, JavaScript libraries and frameworks, linting, and best practices, Amazon Web Services (AWS), SQL and NoSQL document store persistence, and Git/GitHub version control.
- Experience with WCAG web accessibility standards and proven experience building accessible, compliant web applications.
- Experience executing full lifecycle software development from ground-zero development to managing an application in production, including well-designed code, high quality automated tests, designing infrastructure, debugging issues and ensuring system uptime, and writing documentation.
- Experience solving complex problems through the use of human-centered design, agile iterative development, and data-driven decision making.
- Proven skill in tackling problems with curiosity, engaging in inquiry, and understanding user needs to develop optimal solutions.

Valuable experience includes developing genAI applications using multiple large language models (LLM), multitenant applications, modern government authentication systems; and evaluating identity and access management services (e.g., AWS Cognito, Auth0), security protocols related to identity and access management (OIDC, SAML); and managing data security and privacy.

All named personnel, Key or non-Key, must demonstrate dedication to advancing public service

missions, with a strong commitment to accessibility and fostering a more inclusive society.

Key Personnel cannot be replaced without the approval of the Office. Any proposed replacements must possess skillsets and qualifications that meet or exceed those of the departing Key Personnel to receive approval.

## **5.3 Special Clauses**

### **5.3.1 Applicable Documents**

The following documents are incorporated by reference and apply in performance of any subsequent subcontract unless otherwise waived by the Office:

- Digital Services Playbook (<https://digitalgovernmenthub.org/library/digital-services-playbook/>)
- 18F User Experience Guide (<https://18f.org/guides/ux-guide/>)
- United States Web Design Standards (<https://designsystem.digital.gov>) adapted for New Jersey (<https://github.com/newjersey/njwds>)
- New Jersey Statewide Information Security Manual (<https://www.cyber.nj.gov/NJ-Statewide-Information-Security-Manual.pdf>)
- State of New Jersey Accessibility Statement (<https://www.nj.gov/nj/accessibility.html>)
- State of New Jersey Standard Terms and Conditions (latest published at <https://www.nj.gov/treasury/purchase/forms.shtml>)
- OOI Standardized Terms and Conditions (Attachment A)

### **5.3.2 Data Rights and Ownership of Deliverables**

The Office intends that all software and documentation delivered by the subcontractor will be owned by the Office and potentially committed to the public domain. This software and documentation includes, but is not limited to, data, documents, graphics, code, plans, reports, schedules, schemas, metadata, architecture designs, and the like; all new open source software created by the subcontractor and forks or branches of current open source software where the subcontractor has made a modification; and all new tooling, scripting configuration management, infrastructure as code, or any other final changes or edits to successfully deploy or operate the software.

To the extent that the subcontractor seeks to incorporate any software that was not first produced in the performance of this task order in the software delivered under this task order, the Office encourages the subcontractor to incorporate either software that is in the public domain, or free and open source software that qualifies under the Open Source Definition promulgated by the Open Source Initiative. In any event, the subcontractor must promptly disclose to the Office in writing, and list in the documentation, any software incorporated in the delivered software that is subject to a license.

Prior to introducing software to a project, request approval from OOI. All licenses must comply with New Jersey state requirements and must be approved by OOI. If software delivered by the subcontractor incorporates software that is subject to an open source license that provides implementation guidance, then the subcontractor must ensure compliance with that guidance. If software delivered by the subcontractor incorporates software that is subject to an open source license that does not provide implementation guidance, then the subcontractor must attach or include the terms of the license within the work itself, such as in code comments at the beginning of a file, or in a license file within a software repository.

In addition, the subcontractor must obtain written permission from the Office before incorporating into the delivered software any software that is subject to a license that does not qualify under the Open Source Definition promulgated by the Open Source Initiative. If the Office grants such written permission, then the subcontractor's rights to use that software must be promptly assigned to the Office.

### **5.3.3 QBL On-Ramp / Off-Ramp**

The Office will review QBL performance, requirements, and funding sources on a regular basis and determine the necessity of on-ramping. The Office reserves the right to announce and issue a new RFP for the purposes of adding additional subcontractors to expeditiously meet its evolving requirements, increase the pool of contractors (including small, minority-owned, women-owned, veteran-owned, and HUBZone businesses), and increase competition. The Office may implement on-ramp procedures at any time by reopening the QBL portion of the competition or using a new order to on-ramp new QBL vendors while soliciting new/existing QBL vendors for a specific opportunity. Any re-opening of the QBL will utilize the same [basis of award for qualification](#) established in the initial solicitation and will include the same terms and conditions as the current RFP. Implementing this procedure will not affect the overall period of performance of the QBL.

The Office reserves the right to implement off-ramp procedures, which would result in the removal of a qualified Offeror's position on the QBL. The criteria for off-ramping may include, but may not be limited to, qualified Offerors not submitting proposals in response to order request(s) without explanation and/or unsatisfactorily meeting the requirements of an awarded order. If implemented, off-ramp procedures will remove a qualified Offeror's position on the QBL by not exercising the next available ordering period, or canceling the QBL.

## **6.0 Instructions and Evaluation**

### **6.1 Submission Instructions**

Offerors are asked to send all questions and bid submissions to [rfp@innovation.nj.gov](mailto:rfp@innovation.nj.gov) by the dates

provided in the milestone chart below.

Milestone	Date
RFP Issued	5/23/2025
Offeror Questions Due	6/2/2025 @ 5 PM ET
Anticipated Office Responses to Questions	6/9/2025
Proposals due	6/16/2025 @ 5 PM ET
Anticipated QBL Announcement	6/27/2025
Anticipated ResX Finalist Interviews Complete	7/7/2025
Anticipated ResX Award Selection	7/11/2025
Anticipated ResX Subcontract Start Date	7/28/2025

Specific page-length requirements are detailed below. Offerors are asked to submit proposals in .pdf format with machine-readable type, with no smaller than 11 point font (smaller font is allowable for content within tables and figures, provided such content is legible).

## 6.2 Instructions for Proposals

Offerors must submit technical and price submissions for *both* a position on the QBL *and* a subcontract award to perform ResX Agile Development Services. The Offerors with the most highly rated written submissions for [6.2.2](#) will be invited to participate in the interview process described in [6.2.5](#).

### 6.2.1 QBL Technical Submission

At the time of submission, the Offeror is required to provide prior work samples as evidence from previous digital service contracts that reflect the work of the service categories below (see “Prior Work Samples” for non-exhaustive lists of examples of prior work samples in each service category an Offeror may use as supporting evidence), each involving cross-functional teams between 4- 11 FTEs. At least one sample should include a code repository / repositories from a relevant project(s), submitted either as an open repository or a private repo shared directly with the Office (via a zip file or uploaded to a Google Drive folder to be provided by the Office at the Offeror’s request). Each prior work sample may not exceed two (2) pages per service category. In addition, the Offeror must also provide a brief narrative of their experience managing budget constraints and tradeoff decisions not to exceed one (1) page. This information, when combined, must not exceed thirty-one (31) pages in

length. Code repositories and interactive prototypes are excluded from this page limitation, however this should not be construed as permission to submit additional/lengthier work samples via code repositories to circumvent the page limit.

## Prior Work Samples

Service Category	Description of Service Category
1. Agile software development methodologies	<p>Agile software development methodologies involve iterative and incremental approaches to software development, prioritizing collaboration, flexibility, and customer feedback. A comprehensive understanding is demonstrated by effectively adapting processes to meet evolving project needs and fostering a culture of continuous improvement.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• A detailed Agile project roadmap with sprint plans and retrospectives.</li> <li>• A backlog with prioritized user stories and acceptance criteria.</li> <li>• Metrics reports showcasing velocity, burndown charts, and team performance.</li> <li>• Documentation of Agile ceremonies and their outcomes (e.g., sprint reviews).</li> </ul>
2. Building and continuously improving digital products, services, and their functionality	<p>Building and continuously improving digital products, services, and their functionality involves iterative enhancements based on user feedback and data analytics. Mastery is shown by consistently delivering valuable updates that align with user expectations and business goals.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Product release notes outlining new features and enhancements.</li> <li>• A roadmap of planned improvements based on user feedback and analytics.</li> <li>• A case study on iterative product development and performance improvement.</li> <li>• User satisfaction surveys and their analysis.</li> </ul>
3. Product management	<p>Product management encompasses the strategic planning, development, and launch of products, ensuring they meet market needs and business objectives. Expertise is demonstrated through effective cross-functional leadership and alignment with customer demands.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• A comprehensive product strategy document outlining vision, goals, and KPIs.</li> <li>• Market research reports and competitive analysis.</li> <li>• A product backlog with prioritized features and user stories.</li> <li>• A launch plan and post-launch analysis detailing product performance.</li> </ul>
4. DevOps	DevOps is a set of practices that automate and integrate the processes of

	<p>software development and IT operations, aiming to shorten development cycles, increase deployment frequency, and ensure reliable releases. Proficiency is shown by seamlessly integrating development and operations for rapid and safe delivery.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• CI/CD pipeline configuration files or diagrams demonstrating automated workflows.</li> <li>• Deployment scripts and automation tools used in production environments.</li> <li>• Monitoring dashboards showcasing system health and performance metrics.</li> <li>• Documentation on infrastructure as code (IaC) implementation.</li> </ul>
5. Automated Behavioral Testing	<p>Software should contain automated unit, integration, and end-to-end tests to speed development, increase developer confidence in adding new features, and reduce bugs. Tests should be behavioral: focused on the behavior of the software from the end-user's perspective. Mastery is demonstrated by consistently producing high-quality, bug-free code with extensive (i.e., &gt; 90%) test coverage of each release.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Unit tests and code coverage reports for a software project.</li> <li>• Documentation of test cases and their results.</li> <li>• Code samples showing test-centered development practices.</li> </ul>
6. Continuous Integration, Continuous Deployment (CI/CD)	<p>Continuous Integration, Continuous Deployment (CI/CD) involves automating the integration and deployment of code changes to ensure rapid, reliable delivery of software. Expertise is demonstrated by implementing robust pipelines that minimize manual interventions and optimize delivery speed.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• CI/CD pipeline scripts and configurations.</li> <li>• Deployment logs showing successful automated releases.</li> <li>• Performance metrics of build and release cycles.</li> <li>• Documentation of rollback procedures and incident management during deployments.</li> </ul>
7. User Experience (UX) principles, user research, and usability testing	<p>Human centered design principles, discovery and generative user research, wireframing, prototyping and iterative design, mobile first design, and usability testing focus on creating intuitive and accessible digital experiences through understanding user needs and behaviors. Competence is shown by designing products that provide seamless interactions and high user satisfaction.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• UX design wireframes and prototypes.</li> <li>• Clean, modern, accessible, and usable high fidelity mobile first designs</li> <li>• Results from usability testing sessions and user feedback reports.</li> <li>• Service blueprints and user journey maps illustrating user interactions</li> </ul>



	<p>with broader systems.</p> <ul style="list-style-type: none"> <li>• Case studies demonstrating improved user engagement and satisfaction.</li> </ul>
8. Accessibility (a11y)	<p>Accessibility (a11y) ensures digital content is usable by people with disabilities, adhering to standards such as WCAG 2.2 AA. Mastery is demonstrated by proactively incorporating inclusive design principles from the start and into all stages of product development.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Using NJWDS or USWDS as an accessible design system</li> <li>• Accessibility audit reports and remediation plans.</li> <li>• WCAG compliance checklists and implementation strategies, including visual design checks, keyboard navigation testing, screen reader testing, and HTML markup improvements.</li> <li>• Code samples or design mockups featuring inclusive design practices.</li> <li>• User testimonials from individuals with disabilities.</li> </ul>
9. Internationalization (i18n)	<p>Internationalization (i18n) involves designing software to support multiple languages and cultural contexts. Proficiency is demonstrated by developing systems that allow teams to adapt content for diverse global audiences without requiring major code changes, not necessarily in translation/transcreation (although such expertise is valuable).</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Screenshots of an application with multilingual support.</li> <li>• Documentation of localization process and tools used.</li> <li>• Reports on successful deployment in diverse cultural contexts.</li> <li>• Case studies on adapting content for international markets.</li> <li>• Code samples for multi-lingual products.</li> </ul>
10. Open Source/Reuse	<p>Open Source/Reuse refers to leveraging publicly available software components and frameworks to enhance development efficiency and innovation. Expertise is shown by effectively contributing to and utilizing open source projects to reduce duplication and accelerate progress.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Contributions to open source projects (e.g., GitHub commits) by named or key personnel.</li> <li>• Documentation of reused software components and their integration.</li> <li>• Case studies demonstrating benefits of open source adoption.</li> <li>• Presentation on open source strategies and collaboration.</li> </ul>
11. Data Management, Sharing, and Security	<p>Data Management and Security involves organizing, storing, and protecting data while ensuring its accessibility and sharing among authorized users. It encompasses practices like data governance, encryption, access controls, and compliance with regulations such as GDPR. Demonstrating comprehensive understanding involves implementing robust security protocols, ensuring</p>

	<p>seamless data integration across platforms, and fostering a culture of data stewardship to enhance decision-making and innovation.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Data governance policy documents and implementation guides.</li> <li>• Security audit reports and compliance certifications.</li> <li>• Database schema designs and data flow diagrams.</li> <li>• Incident response plans and data breach analysis reports.</li> </ul>
12. Data Analytics and Data Science	<p>Data Analytics and Data Science refer to the techniques and processes used to extract insights from structured and unstructured data, employing statistical, algorithmic, and computational methods. This includes data mining, predictive modeling, and machine learning to inform strategic decisions. A proactive approach involves continuously refining models, integrating cross-functional data sources, and translating complex results into actionable business strategies that drive value.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Data visualization dashboards and reports.</li> <li>• Machine learning models with performance metrics.</li> <li>• Case studies showcasing data-driven insights and business impact.</li> <li>• Research papers or articles on data analysis methodologies.</li> </ul>
13. A/B Testing and Evaluation	<p>A/B Testing and Evaluation is a method used to compare two versions of a variable to determine which one performs better, typically applied to optimize user experiences, marketing strategies, or product features. It involves setting clear hypotheses, randomizing groups, and analyzing results using statistical methods. Demonstrating expertise requires designing rigorous tests, interpreting results accurately, and iterating based on findings to foster continuous improvement and innovation.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Website conversion optimization report.</li> <li>• Marketing campaign analysis.</li> <li>• Presentation showing features prioritized for development.</li> </ul>
14. Documentation and Transition Support	<p>Documentation and Transition Support ensures clear, comprehensive documentation and smooth transitions during project handovers. Mastery is shown by creating precise, accessible documentation that facilitates knowledge transfer and minimizes disruptions.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• User manuals and technical documentation for software products.</li> <li>• Transition plans and knowledge transfer documents.</li> <li>• Training materials and workshops for seamless transitions.</li> <li>• Feedback from stakeholders on documentation clarity and usefulness.</li> </ul>
15. Technical Support	<p>Technical Support provides assistance to users by troubleshooting and resolving technical issues with software or hardware. Expertise is demonstrated by</p>

	<p>delivering prompt, effective solutions and maintaining high customer satisfaction.</p> <p><b>Prior Work Sample Guidance:</b></p> <ul style="list-style-type: none"> <li>• Logs and reports of resolved technical issues and customer interactions.</li> <li>• Customer satisfaction surveys and testimonials.</li> <li>• Knowledge base articles and troubleshooting guides.</li> <li>• Case studies on complex issue resolution and support strategies.</li> </ul>
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## Digital Maturity Assessment

Offerors must also complete a Digital Maturity Assessment (Attachment B) and provide evidence, not to exceed 500 characters per scoring category, for their chosen rating. Failure to complete the assessment will result in rejection. Low self-rating in certain areas will not be used as grounds for rejection from being awarded a position on the QBL but will be used to help the Office better understand the vendor's capabilities and alignment with agency needs at order levels.

### 6.2.2 ResX Technical Submission

Technical submissions must consist of a technical proposal of no more than six (6) pages and a staffing plan of no more than four (4) pages plus resumes and signed letters of intent.

The technical proposal must set forth the Offeror's proposed approach to providing the services required, including the base software (if any) and programming language(s) the Offeror proposes to use. The technical proposal must also make clear that the Offeror understands the details of the project requirements. The technical proposal must also identify potential obstacles to efficient development and include plans to overcome those potential obstacles. The technical proposal must also include a description of the Offeror's plans, if any, to provide services through a joint venture, teaming partner, or subcontractors.

The staffing plan must set forth the Offeror's proposed approach to staffing the requirements of this project, including the titles and relative responsibilities and qualifications of each of the individuals proposed and proposed level of effort for each member of the Offeror's development team. The staffing plan must also identify the proposed Product Manager and proposed Technical Lead by name, and include a resume for each. Those resumes must include a brief description of the experience and capability for each individual, but cannot exceed one (1) page in length each. Offerors proposing Key Personnel who are not currently employed by the Offeror or a teaming partner must include a signed letter of intent from the individual proposed as Key Personnel that he/she intends to participate in this project for at least one (1) year. The staffing plan must also set forth the extent to which the proposed team for this project was involved in the development of the prior work samples provided in response to requirements of [6.2.1](#).

The staffing plan must set forth and explain the extent to which the Offeror will provide individuals with experience in the following areas:

- Agile software development methodologies
- Building and continuously improving digital products, services, and their functionality
- Product management
- DevOps
- Automated Behavioral Testing
- Continuous Integration, Continuous Deployment (CI/CD)
- User Experience (UX) principles, user research, and usability testing
- Accessibility (a11y)
- Internationalization (i18n)
- Open Source/Reuse
- Data Management, Sharing, and Security
- Data Analytics and Data Science
- A/B Testing and Evaluation
- Documentation and Transition Support
- Technical Support

### **6.2.3 Price Submission**

The Offeror must provide rate cards using the provided template (Attachment C, sheets labelled “Contract Labor Category Pricing Sheet” and “Fixed Price Sprints Pricing Sheet”) in order to establish both hourly rates for T&M Labor Categories and pre-configured FFUP product delivery teams. Any vendor with a fair and reasonable price as determined by the rate card may be considered a qualified vendor in terms of pricing.

Narrative assumptions should be documented in the [Administrative Proposal](#).

Price quotes for the initial funds available to ResX Agile Development Services must set forth a single dollar amount (captured in Attachment C, sheet labelled “Summary Sheet”) that represents the Offeror’s estimate of the total cost to the Office for the development services required to meet the Office’s initial [ResX Objectives / Product Backlog](#). The Office expects that the labor categories and staffing levels set forth by the Offeror in the Excel workbook will be consistent with the Offeror’s staffing plan and rate card(s).

For T&M line items, the subcontractor will be compensated at loaded hourly rates.

The Office intends to evaluate proposals and award based on initial proposals, and therefore the Offeror’s initial proposal should contain the Offeror’s best terms.

## 6.2.4 Administrative Proposal

### Required Forms

Offerors must provide the following completed forms, registrations, and certifications, required to do business in the State of New Jersey prior to receiving a notice of award for ResX Agile Development Services or any order placed among the QBL. While these forms are not required with the bid, at minimum the Office requests the Offeror's affirmation that it will, prior to receiving a subcontract award, provide:

- Proof of business registration
  - Initial registration: <https://business.nj.gov/pages/register-your-business>
  - Obtain a copy of existing Business Registration Certificate:  
[https://www1.state.nj.us/TYTR\\_BRC/jsp/BRCLLoginJsp.jsp](https://www1.state.nj.us/TYTR_BRC/jsp/BRCLLoginJsp.jsp)
- [DISCLOSURE OF INVESTIGATIONS AND OTHER ACTIONS INVOLVING VENDOR](#)
- [DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN FORM](#)
- CERTIFICATE OF INSURANCE / ACORD
- Affirmative Action Compliance in the form of one of the following:
  - NEW JERSEY CERTIFICATE OF EMPLOYEE INFORMATION REPORT
  - FEDERAL LETTER OF APPROVAL VERIFYING A FEDERALLY APPROVED OR SANCTIONED AFFIRMATIVE ACTION PROGRAM (Dated within 1 year of the Proposal submission)
  - [AFFIRMATIVE ACTION EMPLOYEE INFORMATION REPORT \(FORM AA302\)](#)

### Completed Solicitation Provisions

Offerors must affirm their representations and certifications in the System for Award Management (SAM) are active and up to date. If any representations and certifications included in the solicitation are not publicly available in SAM, submit your representations and certifications in this volume in addition to certifying that all other representations and certifications have been completed in SAM.

### Organizational Conflict of Interest (OCI) Statement

Clearly identify all proposed subcontractors and disclose any known potential or actual organizational conflicts of interest (OCIs) that your company (to include subcontractors and any other teaming partners) may have with maintaining a position on the QBL or with the specific requirements of the ResX Agile Development Services order solicitation. Include a description of the OCI(s) and the action(s) taken, if any, to avoid, mitigate, or neutralize the OCI. At minimum, a response affirmatively stating that your company knows of no actual or potential OCI impacting its participating in this acquisition is required.

### Proposal Exceptions and Assumptions

Any exceptions/assumptions taken with regard to the RFP or any other information that the Offeror finds necessary and pertinent to their proposal should be placed in this volume, *not* in the QBL/ResX Technical or Price Proposals.

## **Work Performed Outside the U.S.**

Address whether any work will be performed outside of the United States for the ResX Agile Development contract by the Offeror or its subcontractors.

## **Intellectual Property Disclosure**

The Offeror shall identify all of its intellectual property and/or proprietary information in use in its proposal(s), or that it will use for any subsequent subcontract, and explain how such intellectual property / proprietary information pertains to the terms of the [Data Rights and Ownership of Deliverables](#) terms above. These restrictions imposed on the Office/State must be clear and detailed in the Offeror's proposal.

### **6.2.5 ResX Interviews**

Each interview will include an unstructured question and answer session, during which Offerors will be asked clarifying questions about the technical aspects of their proposal. The Offeror's proposed Key Personnel must participate in the interview; up to 3 additional proposed personnel may participate in the interview, provided they are named in the Staffing Approach.

The Introductions phase of each interview will last approximately 5 minutes, during which the Offeror and Office interview team members will introduce themselves.

The Open Technical Session of each interview will last approximately 45 minutes, during which the Offeror interview team will respond to the Office's questions related to the technical aspects of the Offeror's proposal. Offerors will NOT be able to use or present any slides, graphs, charts, or other written presentation materials, including handouts. There likely will be no follow-up session for further questions after this part of the interview.

The Closing Remarks phase of each interview will last approximately 5 minutes, during which the Offeror may make a short presentation summarizing the Offeror's responses to the Office's questions.

Statements made during an interview will not become part of the agreement.

## **6.3 Basis of Award and Evaluation Factors**

### **QBL Award**

Each submission received by the Office will be evaluated for technical acceptability by way of the QBL. Submissions that are determined to not be technically acceptable or offering prices determined not fair and reasonable will not be considered for the QBL and will not be evaluated further.

### **ResX Agile Development Services Award**

Quotes that indicate a lack of understanding of the project requirements may not be considered for

award. For example, quotes may indicate a lack of understanding of the project requirements if the staffing plan does not use a realistic mix of labor categories and hours, or if any proposed hourly labor rates are unrealistically high or low.

The Office will evaluate quotes that are technically acceptable on a competitive, best-value basis using a trade-off between technical and price factors. Technically acceptable submissions will be evaluated based on three (3) evaluation factors. These factors, in descending order of importance, are (1) technical approach, (2) staffing approach, and (3) price. The two (2) non-price evaluation factors, when combined, are significantly more important than price. The Office may make an award to an Offeror that demonstrates an advantage with respect to technical, non-price factors, even if such an award would result in a higher total price to the Office.

### **6.3.1 Initial Qualification**

Offerors interested in consideration for the QBL must meet the requirements set forth in the [QBL Technical Instructions](#). Failure to demonstrate evidence of performing work for the identified [service categories](#) involving contributing multiple staff to digital service projects whose team compositions account for 4-11 FTEs per delivery team will result in the Office's rejection of consideration of the Offeror for both initial qualification and potential subcontract award for ResX Agile Development Services.

In evaluating an Offeror's qualifications, the Office will consider whether the prior work samples put forward in response to the provided [Prior Work Sample Guidance](#) and Digital Maturity Assessment offer supporting evidence and sufficient rationale for self-assessed ratings and provide evaluators significant confidence in the Offeror's ability to succeed in the types of projects the Office has planned and is likely to undertake with its State partners; this includes, for example, whether the prior work samples demonstrate evidence that the Offeror has recently provided software development services for projects that are similar in size, scope, and complexity to the ResX product vision(s) described in this RFP, the quality of those services as demonstrated by the prior work samples, etc. The Office will consider, among other things, the revision history for all files in any source code samples provided. The Office will also consider the user research and design-related artifacts associated with source code samples provided or submitted separately. In considering an Offeror's qualifications, the Office may also consider information from any other source, including Offeror's prior customers and public websites.

Lastly, the Office will also consider whether the rate cards provided in Attachment C (sheets labeled "Contract Labor Category Pricing Sheet" and "Fixed Price Sprints Pricing Sheet") reflect fair and reasonable rates for the labor categories and pre-configured delivery teams contemplated.

### **6.3.2 ResX Technical Approach**

In evaluating an Offeror's technical approach, the Office will consider (a) the quality of the Offeror's

plans to provide the open source, agile development services required, including user research and design, (b) the extent of the Offeror's understanding of the details of the project requirements, and (c) the extent to which the Offeror has identified potential obstacles to efficient development, and has proposed realistic approaches to overcome those potential obstacles.

### **6.3.3 ResX Staffing Approach**

In evaluating an Offeror's staffing approach, the Office will consider (a) the skills and experience of the Key Personnel and other individuals that the Offeror plans to use to provide the required services, (b) the mix of labor categories that will comprise the Offeror's proposed development team, and (c) the Offeror's proposed number of hours of services (or quantity of sprints with a clear delineation of hours per sprint) to be provided by each member of the Offeror's proposed development team.

### **6.3.4 Price**

#### **ResX Agile Development Services Price Quote**

The Office will evaluate whether the labor composition proposed and the total of the Offeror's estimated costs for development services proposed are fair and reasonable. The Offeror's "total evaluated price" reflected in the ResX Pricing Template (Attachment C, sheet labeled "Summary Sheet") will be used for the tradeoff evaluation process described in [6.3](#).