

AWARD RECOMMENDATION

Notice of Intent to Award Number: NIA1 171-240000001107

Notice of Intent to Award Date: 7/12/2024

Related to

Request for Proposal (RFP) # 171-230000001781

Citizen Cybersecurity Training System RFP

The Department of Technology, Management, & Budget’s Procurement office has completed the evaluation of the above-referenced RFP and has recommended an award to **Coast Third Films, dba MindSpring, LLC** in the amount of **\$1,693,000.00**, pending State Administrative Board approval, if applicable. More information on the State Administrative Board can be found at: [State Administrative Board](#).

Bidders who were not recommended for the award are encouraged to schedule a debriefing session with the Solicitation Manager. The debriefing session will provide the bidder with the State’s rationale on why the bidder was not recommended for the award. The Solicitation Manager may be contacted as follows:

Jarrod Barron, Solicitation Manager.
 Barronj1@michigan.gov
 517-249-0406

Public copies of all bidder proposals can be found here: [DTMB - Bid Proposals \(michigan.gov\)](#)

Background Information: This RFP was to solicit responses for selection of a Contractor to provide a cybersecurity training system and content development services, developing and hosting training videos to be accessed by Michigan citizens. The term of this contract is 3 years with up to 7 renewal options.

Bidders: The RFP was posted on SIGMA VSS on 3/12/2024. The following bidders submitted proposals by the published due date of 4/17/2024.

Bidder	Address, City, State, Zip Code	SDVOB*	GDBE**
Coast Third Films LLC dba MindSpring, LLC	3270 Evergreen Drive NE, Grand Rapids, MI 49525	No	No
Cornerstone on Demand, Inc	1601 Cloverfield Boulevard, Suite 600 South, Santa Monica, CA 90404	No	No
Dewpoint, LLC	300 South Washington Square, Suite 200, Lansing, MI 48933	No	No
Rex Academy Inc	1707 N. Prospect Ave 15E, Milwaukee, WI 53202	No	No

*SDVOB: Service-Disabled Veteran Owned Business

**GDBE: Geographically Disadvantaged Business Enterprise

EVALUATION SYNOPSIS

I. Evaluation Process

A Responsible Vendor is a vendor that demonstrates it has the ability to successfully perform the duties identified by the solicitation. A Responsive proposal is one that is submitted in accordance with the solicitation instructions and meets all mandatory requirements identified in the solicitation.

Proposal Instructions: Evaluation Process

The State will evaluate each proposal based on the following factors. Proposals receiving 80 or more evaluation points will have pricing evaluated and be considered for award.

Technical Criteria Name	Weight
Project Scope <ul style="list-style-type: none"> Schedule A – Statement of Work: Sections 1-16 and 21-24 Schedule D – Service Level Agreement Schedule E – Data Security Requirements Schedule F – Disaster Recovery Plan 	30
Solution Requirements / Specifications <ul style="list-style-type: none"> Schedule A, Table 1 – Business Specification Worksheet 	40
Staffing <ul style="list-style-type: none"> Schedule A – Statement of Work: Sections 17-20 Attachment 1, Resume Templates 	15
Company Background <ul style="list-style-type: none"> Vendor Questions Worksheet 	15
Total	100

The full evaluation process is stated in the RFP Proposal Instructions.

II. Evaluation Method

Responses to this solicitation were reviewed by Joint Evaluation Committee, which consisted of the following individuals:

Voting	Advisory
Jarrold Barron, DTMB	Stephanie Jeppesen, DTMB
Ti'Kyra Napoleon, DTMB	Kayla Simon, DTMB
Justin Fluharty, DTMB	Dillon Trombly, DTMB-Contractor
Michelle McClish, DTMB	Nichole Harrell, DTMB
	Lauren Stempek, DTMB

III. Evaluation Results

The JEC determined three of the four bidders had submitted Responsive proposals:

Bidder	Responsive
Coast Third Films LLC dba MindSpring	Yes
Cornerstone on Demand Inc	No. Failed to complete resume templates. Failed to complete Vendor Questions Worksheet prior experience sections.
Dewpoint, LLC	Yes
Rex Academy Inc	Yes

The JEC then evaluated the three responsive proposals and determined that two of the three met the minimum 80 technical evaluation point threshold. The JEC derived the following technical scores from the bidders' written proposals:

EVALUATION SCORING: DEDUCTIONS SUMMARY

Criteria	MindSpring	Dewpoint	Rex Academy
Project Scope • Schedule A – Statement of Work: Sections 1-16 and 21-24 • Schedule D – Service Level Agreement • Schedule E – Data Security Requirements • Schedule F – Disaster Recovery Plan	-4	-9	-6
Solution Requirements / Specifications • Schedule A, Table 1 – Business Specification Worksheet	0	0	0
Staffing • Schedule A – Statement of Work: Sections 17-20 • Attachment 1, Resume Templates	-6	-4	-15
Company Background • Vendor Questions Worksheet	-2	-3	-1
Total Technical Evaluation Deductions	-12	-16	-22
Technical Evaluation Score	88	84	78

EVALUATION SCORING: DEDUCTIONS BREAKDOWN

PROJECT SCOPE				
Proposal Section	Description	MindSpring	Dewpoint	Rex Academy
SOW Sec 4. ADA Compliance	Failed to provide details of how they will meet these requirements.		-1	-1
SOW Sec 6. Access Control and Authentication	Failed to provide details of how they will meet these requirements.		-1	

SOW Sec 9. Software	Failed to provide a detailed description of the Solution.			-1
SOW Sec 13. Training Services	Failed to provide examples of clearly written instructions and documentation to enable State administrators and end-users to successfully operate the Solution.	-1	-1	-1
SOW Sec 14. / Schedule G-Transition In Plan	Failed to provide detailed Transition In Plan.	-1	-1	
SOW Sec 14. / Schedule G-Transition Out Plan	Failed to provide detailed Transition Out Plan.		-1	-1
SOW Sec 15. Documentation	Failed to provide examples of documentation to meet the requirements set forth in this section.	-1	-1	-1
Schedule D - Service Level Agreement	Failed to agree as presented.		-1	
Schedule E - Data Security Requirements	Failed to agree as presented.		-1	
Schedule F - Disaster Recovery Plan	Failed to provide detailed Disaster Recovery Plan that includes how all the requested data security areas will be handled.	-1	-1	-1
	Deductions Subtotal	-4	-9	-6
SOLUTION REQUIREMENTS / SPECIFICATIONS				
Specifications Section	Description	MindSpring	Dewpoint	Rex Academy
	Deductions Subtotal	0	0	0
STAFFING				
Proposal Section	Description	MindSpring	Dewpoint	Rex Academy
Resume Templates	Failed to complete two of the six required resume templates. Failed to provide any resume templates clearly demonstrating requested skillsets and experience.			-15
Project Manager Resume	Failed to provide projects and years demonstrating 5 years of experience managing projects of similar size and scope of this solicitation.	-1		

Project Manager Resume	Failed to provide projects and years demonstrating 5 years of experience facilitating meetings w/ clients & stakeholders.	-1		
Delivery Manager Resume	Failed to provide projects and years demonstrating 5 years of experience delivering projects and programs under the governance of a contract and statement of work.		-1	
Content Producer Resume	Failed to provide projects and years demonstrating 5 years of experience in general training development.	-1		
Content Producer Resume	Failed to provide projects and years demonstrating 3 years of experience in information technology and/or cybersecurity training development or educational curriculum development.	-1		
Content Producer Resume	Failed to demonstrate bachelor's degree.		-1	
Integration Engineer	Failed to demonstrate bachelor's degree.		-1	
Security Officer	Failed to provide projects and years demonstrating 5 years of experience managing the security for similar size and scope of this solicitation.	-1		
Security Officer	Failed to provide projects and years demonstrating 5 years of experience facilitating compliance for clients & stakeholders.	-1		
Security Officer	Failed to demonstrate bachelor's degree.		-1	
	Deductions Subtotal	-6	-4	-15
BACKGROUND & EXPERIENCE				
Vendor Questions Worksheet Section	Description	MindSpring	Dewpoint	Rex Academy
Contract Terms	Failed to agree to Contract Terms as presented.	-1	-1	
Insurance Terms	Failed to agree to Insurance Terms as presented.		-1	
Gross Annual Sales	Failed to state gross annual sales for each of the last 5 years.	-1		-1

Gross Annual Sales	Failed to indicate whether receiving a contract under this RFP would increase gross revenue by more than 25% from last year's sales or explain how the company will scale- up to manage this increase.		-1	
	Deductions Subtotal	-2	-3	-1

IV. Oral Presentations & Pricing

Oral presentations were conducted, and pricing was evaluated. The JEC requested and received price concessions from both bidders. The following is a 10-year cost summary of the proposals that passed technical evaluation:

Software, Maintenance & Support Years 1-3	\$281,240.00	\$1,410,000.00
Implementation	\$679,960.00	\$35,000.00
Training & Documentation	\$17,800.00	\$-
Base Year Costs	\$979,000.00	\$1,445,000.00
Software, Maintenance & Support Years 4-10	\$714,000.00	\$3,290,000.00
Total Costs	\$1,693,000.00	\$4,735,000.00

V. Award Recommendation

Award recommendation is made to the responsive and responsible Bidder who offers the best value to the State of Michigan. Best value is based on the proposal meeting the minimum point threshold and offering the best combination of factors stated in Technical Evaluation Criteria of the RFP and price. The JEC has determined that Coast Third Films, dba MindSpring, LLC, will provide the best value to the State and recommends award be made to Coast Third Films, dba MindSpring, LLC in the amount not to exceed \$1,693,000.00, pending State Administrative Board approval.