



Transforming lives

**COMPETITIVE SOLICITATION
#1934-733
REQUEST FOR PROPOSALS**

Project Title: ***Improving Safety in Washington's State Psychiatric Hospitals: Virtual Reality 360 Training Videos***

Estimated Contract

Performance Period: November 2019 through June 2020, plus up to three optional one year extension periods

Response Due Date:

All Responses **must be received in their entirety by 2:00 p.m.** Pacific Time on September 27, 2019 unless an Amendment is issued modifying the Solicitation Schedule set forth in Section C.1 of this Solicitation Document.

Submit Response To:

Responses must be submitted to:
Will Taplin, Solicitation Coordinator
Department of Social and Health Services
Central Contracts and Legal Services
Email: william.taplin@dshs.wa.gov

Solicitation and Amendments

Will Be Posted on:

DSHS Procurement Website: <https://www.dshs.wa.gov/sesa/central-contract-services/procurements-and-contracting>

WEBS Website: <https://pr-webs-vendor.des.wa.gov/>

Applicable WEBS Commodity Codes: 952-43; 915-09; 918-38; 924-16, 924-35

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SECTION A
CONTRACT REQUIREMENTS

1. Purpose

This competitive solicitation is issued in order to assist the Behavioral Health Administration (BHA) of the Washington State Department of Social and Health Services (DSHS) in seeking qualified contractor(s) for a Project that will include the production of Virtual Reality 360 Videos (“Videos”) for use in training programs for employees working within psychiatric hospitals and other DSHS behavioral health facilities operated by BHA. The overarching goal of this project is to improve safety in the state behavioral health facilities, beginning at Western State Hospital, by improving staff empathy skills and encouraging and teaching use of a person-centered approach to their interactions with Patients.

2. Background

The Behavioral Health Administration of DSHS operates two psychiatric hospitals for adults, Western State Hospital (WSH) and Eastern State Hospital (ESH). In addition, it operates a facility for children and youth, the Child Study and Treatment Center. More recently, BHA has assumed responsibility for the operation of the Special Commitment Center (SCC) on McNeil Island, a facility providing for the treatment and confinement of persons adjudicated to be sexually violent predators.

The VR360 Videos that will be produced as part of this Project will be incorporated into employee training at Western State Hospital. BHA’s objective is to increase staff and patient safety at WSH by improving engagement between staff and patients, operationalizing early intervention strategies, preventing patient escalation, maximizing preventive approaches to maintaining a safe environment and implementing evidence-based practices and treatment interventions to decrease assaults. To this end, DSHS is developing a person-centered training curriculum to help staff develop their skills in using empathy – the ability to understand and articulate the experience of another. Empathy is considered a critical skill in working with people and the development of skills in empathy is expected to enrich the overall training experience for WSH staff.

The new curriculum will include the use of these VR360 Videos. The VR360 Videos will provide an engaging, fully immersive and dynamic learning experience to help trainees experience a “switch in perspective,” seeing a situation from varying viewpoints. The VR360 Videos will help trainees to develop a client-centered and empathy-based approach to their interactions with patients and will help WSH to develop a culture of empathy, relationships and support with patients. Outcome goals for this project include:

- #1: Staff will support patients as a whole person.
 - a. Patients have a meaningful life.
 - b. Mental illness is just a small part of who they are.
 - c. Mental illness may be cyclic or fluctuate, but with good treatment, recovery often results.

- #2: Staff will engage patients with sensitivity to their internal state.

- a. Patients may have an internal experience that is radically different from what is visible.
- b. Patients experience a loss of Agency, or loss of control over many of their life choices when they are receive inpatient mental health care (even when they are receiving excellent support).
- c. What seems small from the outside may be overwhelming on the inside.

#3: Staff will adopt a therapeutic approach.

- a. Staff will model consistent positive regard and appropriate options for patients.
- b. Staff will create a safe, therapeutic environment within which patients can recover.
- c. Staff will develop self-care skills and tools to process difficult encounters, with the goal of not internalizing which leads to high stress levels.

A Sample Storylines document is included with this RFP as Attachment E. This is a Western State Hospital staff-inspired story concept to provide an idea of what types of 360 videos we would like to produce. It is not a complete scope of work or finalized treatment package.

3. Project Scope

DSHS seeks a contractor to provide comprehensive services resulting in the development and production of VR360 Videos for inclusion in its employee training programs.

During the initial one-year period that is contracted pursuant to this RFP, the contractor shall produce VR360 Videos for use as part of the new employee orientation (NEO) curriculum at Western State Hospital. Sample Storylines are set forth in Attachment E of this RFP document. The services will require:

- a. **Overall project management:** The contractor will be responsible for project tracking and updates, coordination between all stakeholders and production members, hiring of crew members and actors, taking the lead on all scheduling for meetings and production shoots, keeping the production on a scheduled timeline, providing regular status updates to DSHS and answering questions.
- b. **Pre-production:** Due to the sensitive nature of mental health content and the desire to produce high-quality and true-to-life storytelling, the contractor must be willing to heavily invest in pre-production of the VR360 content. This will include concept ideation and brainstorming with stakeholders and subject matter experts, storyboarding, script-writing and gathering and incorporating feedback into the video treatment. The contractor will coordinate and deliver a clear video treatment package that will be reviewed and approved by DSHS before moving into production. The contractor will also be responsible for hiring and organizing all production crew members and actors, scouting and arranging for the use of premises for filming and utilizing professional-grade 360 video rigs, audio and lighting equipment. Non-patient occupied areas at WSH may be used for VR360 Videos that take place in a hospital setting at no charge to contractor. In addition to the hospital setting, it is expected that filming will also occur in a home setting

which Contractor will be responsible for scouting and renting, and securing all rights to film there.

- c. **Production:** The contractor shall coordinate, schedule and execute to a high-quality production of 10-12 VR360 videos of a duration between 2-5 minutes in length per video. This will include script rehearsals, scheduling video shoots (coordinating with DSHS staff, actors, crew and stakeholders as needed and on set), ensuring all filming done on Western State Hospital grounds first receives proper clearance and involves minimal disruption to staff and no involvement or recordings of patients, and taking the lead on all production shoots to execute filming. All videos produced under this contract must include subtitles.
- d. **Review and focus group testing:** The contractor shall provide and coordinate multiple rounds of reviews with stakeholders and subject matter experts for each VR360 video produced. Ideally this is conducted with Vimeo video review and markup features.
 - i. The contractor shall provide coordination and support for a focus group test of the VR360 content with Western State Hospital staff.
 - ii. The contractor must be responsive and open to multiple perspectives and work with DSHS to ensure that the final product achieves the clearly identified video treatment developed in pre-production.
- e. **Reshoots:** If required by DSHS after review cycles or focus group testing, the contractor shall provide and organize additional shoots to correct or supplement content to align with the video treatment.
- f. **Final content delivery:** The contractor shall provide all original media and project files on a secured hard drive. The contractor should also provide finalized and approved VR360 videos in a high-quality export that is compatible with the classroom VR delivery platform selected by DSHS.
- g. **Evaluation and Adaptation for Use in Other Training Settings; Editable VR360 Videos.** After an initial period of use, BHA will evaluate the effectiveness of the VR360 Videos and the responses of employees to the VR360 Videos, and will determine whether it wishes to use the VR360 Videos as part of additional training activities. Contractor's VR360 Videos must be provided in a format that is editable for use in future training that is carried out by or with the permission of any Washington state agency. The state of Washington shall be entitled to edit further the final VR360 Videos produced by Contractor to permit their adaptation for use in different training environments beyond the new employee orientation at WSH, or may request Contractor to do so as an additional, post-production service under the Contract.
- h. **Use of VR360 Videos on BHA VR Platform.** BHA will identify and procure a VR platform and VR hardware and software for use in displaying the VR360 Videos, which may include tools for learner feedback. Learner Feedback will be used to evaluate the quality of the experience in real time.

4. Bidder Minimum Qualifications.

To be considered for this project, Bidders must provide information which demonstrates that they or their identified subcontractors have direct experience with creating VR360 Videos. Educational training video experience or documentary video production with sensitive-subject matter experience is preferred, but not required. To meet this requirement, Bidder must:

- Submit in Attachment D, Bidder Response Form, question 2.a., two (2) VR360 spherical video works created by the bidder or their identified subcontractors. These videos must be submitted as links to videos hosted on either YouTube or Vimeo. The videos must be high resolution with a 1080HD resolution playback option. If password protected, please share a password that can be accessed and viewed by multiple people. The two VR360 videos must be complete storytelling pieces and not a sample, highlight reel. Videos may be no longer than 20 minutes in length each. If proprietary information concerns preclude submission of complete versions of these VR360 Videos, Bidder may submit an extract that removes the proprietary material, provided it submits information regarding the VR360 Videos sufficient to permit DSHS to verify the authenticity and use of the VR360 Videos by the organization that engaged Bidder to produce the VR Videos. Due to the public nature of this solicitation process, DSHS may be required to release the submitted sample VR360 Videos in response to a public records request. These videos will be evaluated and scored by DSHS in accordance with Section E – Evaluation, of this document.
- Describe in Attachment D, Bidder Response Form, question 2.b., the subject matter and objectives for each of the two submitted VR 360 Videos (required but not scored).

Bidders failing to demonstrate in their Bids that they meet these minimum qualifications will be considered non responsive and will therefore be disqualified from further consideration.

5. Period of Contract Performance

DSHS intends to award one Contract for the Services described in this Competitive Solicitation. The period of performance under the Contract shall be on or about November 1, 2019 through June 30, 2020. The term of the contract may be extended by amendment up to three times for up to one year per amendment, at the sole discretion of DSHS.

6. Additional Services

Additional VR 360 video production services within the scope of this solicitation for BHA employee training purposes within DSHS behavioral health facilities may be added to the Contract in a mutually agreeable amendment. Such amendment shall identify the specific behavioral health training topics to be addressed and shall add funds and extend the Contract period to cover these additional quantities of services. The terms of any such amendment shall be consistent with the pricing and service expectations established in the Contract with respect to the initial contract period.

7. Funding

Bids for this project may not exceed \$250,000 for the production of the first ten (10) to

twelve (12) VR360 Videos to be completed during the initial period of the Contract, including all expenses and taxes that may be incurred. This amount does not include post-production editing services to permit use of the VR360 Videos in different training settings or the production of additional VR360 Videos, which may be requested as additional services by DSHS at a later point for additional consideration.

DSHS shall reject any Response that contains pricing in excess of this amount. Any Contract awarded is contingent upon the availability of funding.

SECTION B DEFINITIONS

Additional definitions for Contract-specific terms are found in the Sample Contract set forth as Attachment A to this Solicitation and shall apply to those terms as they are used in this Solicitation. The following terms have the meanings set forth below:

Agency or DSHS – The Washington State Department of Social and Health Services.

Amendment – A unilateral change to the Solicitation that is issued by DSHS at its sole discretion and posted on WEBS.

Apparent Successful Bidder (ASB) – A Bidder submitting a Response to this Solicitation that is evaluated and is identified and announced by DSHS as providing the best value to the Agency. Upon execution of a Contract, the ASB is referred to as the successful bidder or the Contractor.

Authorized Representative – An individual designated by the Bidder to act on its behalf who has the authority to legally bind the Bidder concerning the terms and conditions set forth in this Solicitation and related documents.

Bid - An offer, proposal or quote for goods or services and all related materials prepared and submitted by a Bidder in response to this Solicitation. The terms Bid, Quotation, Response and Proposal are all intended to mean the same thing.

Bidder – An individual, organization, public or private agency or other entity submitting a bid, quotation, response or proposal in response to this Solicitation.

Contract – A written agreement entered into between a successful Bidder and DSHS as a result of this Solicitation.

Complaint – A process that may be followed by a Bidder prior to the deadline for bid submission to alert DSHS of certain types of asserted deficiencies in the Solicitation.

Coordinator or Solicitation Coordinator – An individual or designee who is employed by DSHS within the DSHS Central Contracts and Legal Services Office and who is responsible for conducting this Solicitation.

Debriefing – a short meeting an Unsuccessful Bidder may request with the Coordinator following the announcement of the Apparent Successful Bidder for the purpose of receiving information regarding the review and evaluation of that Bidder's Response.

Procurement - The broad process of identifying goods and services for purchase or acquisition, of effecting the purchase or acquisition, and of managing the purchase or acquisition. This Solicitation is a part of an overall Procurement process. Despite the broader meaning attributed to "procurement", for purposes of this Solicitation, the terms Solicitation, RFP and Procurement are interchangeable.

Project - The undertaking or work for which contracted Services are being requested pursuant to this Solicitation.

Protest – A process that may be followed by a Bidder after the announcement of the apparent Successful Bidder to alert DSHS to certain types of alleged errors in the evaluation of the Solicitation.

RCW – The Revised Code of Washington. All references to RCW chapters or sections shall include any successor, amended, or replacement statute.

Responsible Bidder – An individual, organization, public or private agency, or other entity that has demonstrated the capability to meet all the requirements of the Solicitation and to meet the elements of responsibility. (See [RCW 39.26.160 \(2\)](#))

Responsive Bidder – An individual, organization, public or private agency, or other entity who has submitted a Bid that fully conforms in all material respects to the Solicitation and all its requirements, in both form and substance.

RFP – The request for proposals set forth in this Solicitation document.

Scope of Work – The Project or work scope set forth in this Solicitation Document that identifies DSHS' contractual needs and requirements.

Services – Labor, work, analysis, or similar activities provided by a contractor to accomplish a specific scope of work.

Small Business - An in-state business, including a sole proprietorship, corporation, partnership, or other legal entity, that: (a) certifies, under penalty of perjury, that it is owned and operated independently from all other businesses and has either: (i) fifty or fewer employees; or (ii) a gross revenue of less than seven million dollars annually as reported on its federal income tax return or its return filed with the department of revenue over the previous three consecutive years; or (b) Is certified with the office of women and minority business enterprises under chapter [39.19](#) RCW.

Solicitation or Competitive Solicitation – A formal process providing an equal and open opportunity for bidders culminating in a selection based upon predetermined criteria. A Competitive Solicitation requests the submission of bids, quotations or proposals for the consideration of DSHS in contracting to meet its needs. This RFP is a Solicitation.

Solicitation Document – This RFP document, including all attachments and all amendments that are issued by the Coordinator.

Statement of Work – The detailed description of services to be performed by the Contractor and set forth in the Contract.

Subcontractor – An individual or other entity contracted by Bidder to perform part of the services or to provide goods under the Contract resulting from this Solicitation. Subcontractors, if allowed, are subject to the advance approval of DSHS.

WEBS – Washington's Electronic Business Solution, the Bidder notification system found at <https://pr-webs-vendor.des.wa.gov/> and maintained by the Washington State Department of Enterprise Services.

**SECTION C
EXPLANATION OF SOLICITATION PROCESS**

1. Solicitation Schedule

The Solicitation Schedule set forth below outlines the tentative schedule for important events relating to this Solicitation. Except as modified in an Amendment issued by the Coordinator, the dates and times listed through the date of Response Submission are mandatory deadlines. The remaining dates are estimates and may change without the posting of an Amendment. Failure to meet the Response deadline will result in Bidder disqualification.

Item	Action	Date
1.	DSHS posts Competitive Solicitation.	8/22/2019
2.	Prospective Bidders should register as a Vendor on WEBS using one of the commodities code on the cover page of this Solicitation as soon as possible to receive notifications.	Beginning on 8/22/2019
3.	Bidder may submit written questions or requests for change in Contract Requirements until 2 p.m. Pacific Time.	9/9/2019
4.	DSHS will post responses to written questions.	9/16/2019
5.	Bidders may submit written Complaints by 2 p.m. Pacific Time (five business days before Response is Due).	9/20/2019
6.	Bidder must submit their Response by 2 p.m. Pacific Time	9/27/2019
7.	DSHS evaluation of video and written Responses	10/7/2019 - 10/11/2019
8.	Oral presentations and/or demonstrations, if requested by DSHS (This may occur by videoconference or in person at the discretion of DSHS)	10/16/2019 or 10/17/2019
9.	Announcement of Apparent Successful Bidder(s) on WEBS and beginning of contract negotiations	10/21/2019
10.	DSHS notifies unsuccessful Bidder(s)	10/21/2019
11.	Unsuccessful Bidders may request a debriefing conference until 2 p.m. Pacific Time (three business days after bidders are notified)	10/24/2019
12.	DSHS holds debriefing conferences, if requested	10/25/2019-10/26/2019
13.	Deadline for submission of Protests by unsuccessful Bidders who participated in a debriefing conference	Five business days after debriefing
14.	DSHS considers Protests, if any, and issues determination	10/31/2019 – 11/2019
15.	Contract Execution/Start Date	11/2019

2. Posting of Solicitation Documents

DSHS shall post this Solicitation, and all amendments and announcements relating to this Solicitation, on WEBS. WEBS can be accessed at: <https://pr-webs-vendor.des.wa.gov/>. In order to inform the largest number of potential bidders about this opportunity, DSHS shall also post documents relating to this Solicitation on the Procurements page of the DSHS website, found at: <https://www.dshs.wa.gov/sesa/central-contract-services/procurements-and-contracting>

All Bidders must register as a vendor on WEBS, using an appropriate commodities code listed on the front page of this Solicitation, and must download this Solicitation from WEBS. This should be done as soon as possible in order for Bidder to receive notifications automatically generated on WEBS, but no later than the date set forth on Section C.1., Solicitation Schedule for Announcement of the Apparent Successful Bidder(s).

3. Amendment, Cancellation/Rejection of Bids, Reissuance of Solicitation

DSHS may amend or add to, retract from or cancel this Solicitation at any time, in whole or in part, and without penalty. DSHS may reject all bids and cancel or rebid this Solicitation. All amendments and notifications of cancellation shall be posted on WEBS. In the event of a conflict between amendments or between an amendment and this Solicitation Document, the document issued latest shall control.

4. Communications regarding Solicitation

Upon the posting of this Solicitation, all communications concerning this Solicitation must be directed to the Coordinator listed on the cover page of this Solicitation document. With the exception of the Response, which shall be submitted as provided in Section D, Instructions Regarding Content, Format and Submission of Written Responses, communications with the Coordinator should be sent via email. DSHS may disqualify any Bidder who communicates with anyone in DSHS other than the Coordinator regarding this Solicitation.

DSHS considers all oral communications unofficial and non-binding on DSHS. Bidders should rely only on written statements issued by the Coordinator. Email shall be considered an official method of communication unless otherwise specified in this document.

5. Questions and Answers

Bidders may send written questions concerning this Solicitation to the Coordinator by the date and time set forth on the Solicitation Schedule in Section C.1. for submission of Questions. Questions should be sent via email and should include the number and title of this Solicitation in the subject line.

DSHS may consolidate Bidder questions and shall respond by posting one or more Amendments on WEBS and on the DSHS Procurement website on or around the date specified in the Solicitation Schedule. Only Bidders who have properly registered and downloaded the original Solicitation directly via the WEBS system: <https://pr-webs-vendor.des.wa.gov/> will receive notification of Amendments and other correspondence pertaining to this Solicitation.

6. Request for Change in Solicitation Requirements

If Bidder believes that this Solicitation contains requirements which would unreasonably prohibit or restrict Bidder's participation, or believes that different requirements would provide better value to the State, Bidder shall submit a written explanation of the issue together with proposed alternative requirements to the Coordinator no later than the deadline for Bidder Questions as stated in the Solicitation Schedule set forth in Section C.1. The Coordinator shall not be required to consider requests for changes after this date. If any changes are made to the Solicitation requirements, an Amendment setting forth those changes will be posted on WEBS.

7. Complaints

In the event a Bidder believes that this Solicitation either: (a) unnecessarily restricts competition; (b) contains an unfair or flawed evaluation or scoring process; or (c) contains inadequate or insufficient information to permit preparation of a Response, the Bidder shall submit a written complaint to the Coordinator. The Coordinator will forward the complaint to the DSHS Chief of Central Contracts and Legal Services for review. The complaint shall include a proposed remedy and shall be submitted no later than five (5) business days prior to the date when Responses are due. DSHS shall post its response to the Complaint on WEBS and on the DSHS procurement web page.

Should a Bidder's complaint identify a change that would be in the best interest of DSHS to make, DSHS may issue an Amendment modifying this Solicitation. The DSHS decision regarding a complaint is final and no further administrative appeal is available. If no complaint is filed, a Bidder cannot later file a protest based on any of the above complaint criteria.

8. Minority & Women's Business Enterprises (MWBE) and Veteran-Owned Business Enterprises

In accordance with the legislative findings and policies set forth in RCW 39.19, 43.60A.200, 39.26.240 and 39.26.245, the State of Washington encourages participation by veteran-owned business enterprises and Minority-Owned and Women-Owned Business Enterprises (MWBE), either self-identified or certified by, respectively, the Department of Veterans Affairs or the Office of Minority and Women's Business Enterprises (OMWBE). While the State does not give preferential treatment, it does seek equitable representation from the veterans, minority and women's business communities.

Participation by veteran-owned and MWBE contractors may be either on a direct basis in response to this Solicitation or as a subcontractor to a contractor. However, no preference will be given in the evaluation of Bids, no minimum level of MWBE or veteran-owned business participation shall be required, and Bids will not be evaluated, rejected, or considered non-responsive on that basis.

Bidders may contact the Office of Minority and Women's Business Enterprises (OMWBE) at <http://omwbe.wa.gov/> and/or the Department of Veterans Affairs at <http://www.dva.wa.gov/program/veteran-owned-business-certification> to obtain information on certified firms for potential subcontracting arrangements or for information on how to become certified. Nothing in this section is intended to prevent or discourage participation from non-MWBE firms or non-veteran-owned businesses.

9. Auxiliary Aids and Limited English Proficient (LEP) Services

DSHS will provide access to this Solicitation document to individuals with disabilities and Limited English Proficient individuals. Please contact the Coordinator to request auxiliary aids and services.

If an individual believes that the Department has discriminated against them on the basis of a protected status, please contact the DSHS Investigations Unit for the Nondiscrimination Policy Brochure and complaint process. The brochure can be found at <https://www.dshs.wa.gov/sites/default/files/SESA/publications/documents/22-171.pdf>

10. Accessibility

Contractor represents and warrants it shall exercise commercially reasonable efforts to comply with the Office of Chief Information Officer (OCIO) Standard 188.10 – Minimum Accessibility Standard located at <https://ocio.wa.gov/policy/minimum-accessibility-standard>. Contractor shall regularly review its systems and at the commencement of this Contract, and annually thereafter, certify to Enterprise Services that Contractor's Services meet OCIO Standard 188.10.

11. Cost to Prepare Response

DSHS will not be liable for any costs incurred by the Bidder in preparing and submitting a Response to this Solicitation or for any travel or other expenses of any nature incurred by Bidder in participating in the RFP process.

12. Acceptance of Solicitation Terms

In submitting a Response, Bidder must include a signed Bid Submission Letter in the form set forth on Attachment B, as well as signed Bidder Certifications in the form set forth on Attachment C. Bidder must acknowledge that in submitting a Response, it accepts all terms of this Solicitation Document, including all of its Attachments, and that Bidder's Response constitutes a binding offer. Bidders may not alter or redline the solicitation terms or requirements in their response. Submitting altered or redlined solicitation terms or requirements in the Bidder Response may result in bidder disqualification.

13. Joint Proposals

If Bidders submit a joint Response with one or more other persons or entities, these persons or entities must designate a prime Bidder. The prime Bidder will be DSHS sole point of contact through the Procurement process. If selected as the Apparent Successful Bidder, the prime Bidder shall sign the contract and any amendments and will be liable and responsible to DSHS for all performance under the Contract.

14. Withdrawal of Responses

After a Response has been submitted, Bidders may withdraw their Response at any time up to the Response due date and time as specified in Section C.1, Solicitation Schedule. A written request to withdraw the Response must be submitted to the Coordinator. After

withdrawing a Response, the Bidder may submit another Response at any time up to the Response submission date and time.

15. Ownership of Responses

With the exception of sample contracts and VR360 Videos provided for viewing by DSHS, all materials submitted in response to this Solicitation become the property of DSHS, unless received after the deadline in which case the Response shall be returned to the sender. DSHS shall have the right to use any of the ideas presented as part of the process in any manner as it deems appropriate or beneficial, regardless of whether it is contained in a Response that results in selection for a Contract.

16. DSHS Award Options; Improvement of Bid Offers

After Responses are received and written evaluations are completed, DSHS may (but shall not be required to) request best and final offers from one or more Responsible and Responsive Bidders. The written Responses of Bidders invited to provide a best and final offer may be re-evaluated and the point values may be adjusted based upon changes to pricing or proposed services, deliverables or methodologies that are included in a best and final offer, prior to DSHS' determination of the Apparent Successful Bidder.

Alternatively, after reviewing all Responses, DSHS may enter into negotiations with the highest ranked Responsive and Responsible Bidder in order to determine if the Bid may be improved before identification of the Apparent Successful Bidder.

DSHS shall not be required to request best and final offers or to enter into negotiations and reserves the right to make a Contract award without further discussion of the Response. Therefore the Response should be submitted on the most favorable terms that Bidder intends to offer.

17. Oral Interviews or Presentations

After bids are received and written evaluations are completed, DSHS may request that one or more Responsible and Responsive bidders participate in an oral interview and/or presentation or demonstration. This may occur in person or via videoconference and shall occur on the dates indicated in Section C.1., Solicitation Schedule, unless otherwise agreed upon. If this option is elected, additional points shall be awarded as set forth in Section E.3, Evaluation Criteria and Scoring of Responses.

18. Announcement of Successful Bidder(s)

DSHS shall announce the Apparent Successful Bidder(s) on WEBS on the date indicated in Section C.1., Solicitation Schedule. All announcements of Apparent Successful Bidders are subject to the negotiation of a Contract satisfactory to DSHS.

Bidders who are not announced as an Apparent Successful Bidder may request a debriefing conference with the Coordinator concerning the evaluation of their bid and may, under certain circumstances, file a formal protest requesting that DSHS provide an identified remedy if Bidder believes certain types of errors occurred. A more detailed description of these processes is set forth in Section F, Debriefing and Protest Procedure.

19. Ethics, Policies and Law

This Solicitation, the evaluation of Responses, and any resulting contract will be made in conformance with applicable Washington State laws and Policies.

Specific restrictions apply to contracting with current or former state employees pursuant to RCW 42.52. Bidders should familiarize themselves with the requirements prior to submitting a Response. Bidders must include, in their Letter of Submittal, information regarding any current or former state employees who are employed by, or subcontracted with, Bidder.

SECTION D
INSTRUCTIONS REGARDING CONTENT, FORMAT AND SUBMISSION OF
WRITTEN RESPONSES

Bidders shall submit their Responses utilizing the forms set forth on Attachments B, C and D to this Competitive Solicitation. Each Attachment represents a separate section of the Response. Failure to complete and submit all required Attachments, and to sign them, if applicable, may result in Bidder disqualification. Responses should be neatly typed in 12 point font, using proper grammar, spelling and punctuation and should be submitted in the following order with each section of the Response clearly labeled.

1. Attachment B: Bid Submission Letter (Required, not scored)

All Bidders must submit a completed bid submission letter in the form and with the minimum contents set forth on Attachment B, which must include all of the required acknowledgments and information. The Bid Submission Letter must be signed by an individual authorized to bind the Bidder contractually. Bidder's completed and signed Attachments B and C, together with any documents that are required to be attached, and Bidder's answers to administrative questions set forth on Attachment D, Bidder Response Form, comprise the Administrative component of the Response.

2. Attachment C: Bidder Certifications and Assurances (Required, not scored)

All Bidders must submit the Bidder certifications and assurances form set forth on Attachment C, signed by an individual authorized to bind the Bidder contractually. Bidders may not alter or redline the Bidder Certifications and Assurances form in their response. Submitting altered or redlined solicitation terms or requirements in the Bidder Response may result in Bidder disqualification.

3. Attachment D: Bidder Response Form (Required, Portions Scored)

Using Attachment D, Bidders must provide answers to the questions set forth on the Bidder Response Form to demonstrate satisfaction of administrative requirements and, as applicable to this Solicitation, their qualifications, approach and proposed pricing to provide the services as outlined in this Competitive Solicitation, including the Sample Contract set forth on Attachment A. The number of points allocated to each answer is indicated next to the question.

The Bidder Response Form is posted separately from this Solicitation document in Microsoft Word format. Except for limits that are noted on the Bidder Response Form, Bidders may utilize as much space as is reasonably required to respond to each question, provided all questions are repeated and remain numbered and ordered as set forth in Attachment D. If additional pages are needed, they should be attached to the page containing the initial portion of the response to a question and should be marked clearly to indicate that they provide a continuation of Bidder's answer to a specific numbered question. Bidders should not submit product brochures, white papers, customer testimonials, cut sheets, or other pre-prepared materials in response to any of the questions.

Bidders must submit complete, well-organized explanatory answers that address all of the specific questions asked in the Bidder Response Form. Bidders should not assume that evaluators will be familiar with their businesses before conducting the evaluation. Use of Attachment D assures that Bidder responds to specific questions in space immediately below those questions and helps to avoid confusion among evaluators about the question that is being responded to. In awarding points, evaluators shall not be obligated to search through the Bidder's answers to questions other than the one being reviewed in order to locate text that is responsive to the question being reviewed. Failure to use the form set forth on Attachment D (with the applicable questions set forth immediately above Bidder's answers), failure to respond to all questions and/or failure to submit any documents requested in the Bidder Response Form may result in Bidder disqualification.

If Bidder is awarded a Contract, DSHS may require that Bidder's Response to the Bidder Response Form be incorporated, in whole or in part, into the Contract.

4. Proprietary Information/Public Disclosure

Materials submitted in response to this Solicitation shall be deemed public records as defined by RCW 42.56. With the exception of sample subcontracts and VR360 Videos submitted for review by BHA evaluators and leadership, all Responses and accompanying documentation shall become the property of DSHS upon receipt, and will not be returned.

The Bidder's Response must include, on Attachment D, a statement identifying the pages of its Response, if any, which contain information the Bidder considers proprietary and whether Bidder considers its sample VR360 Videos to be proprietary (for the purposes of public disclosure). Each page claimed to be proprietary must be clearly marked by stating the word "Proprietary" on the lower right hand corner. Bidders must be reasonable in designating information as proprietary or confidential. **Bidders may not mark their entire Response proprietary. Doing so will not be honored and will disqualify your Response from further consideration.**

If DSHS receives a request to view or copy a Bidder's Response, DSHS will respond according to applicable law and DSHS's policy governing public disclosure. DSHS will not disclose any information marked "Proprietary" in a Response without giving the Bidder ten (10) days' notice to seek relief in superior court per RCW 42.56.540.

Bidders may not include any DSHS client information in their Responses. Doing so will result in disqualification of the Response from further consideration. If you wish to include examples of any forms or processes, use a blank form or ensure that all client information is completely redacted.

6. Submission of Responses

Bid Responses must be stored in an acceptable electronic format and, if applicable, hard copy format, as set forth in Section 7, below. Bid Responses must be emailed directly to the Coordinator at the email address provided on the cover sheet of this Solicitation Document. Bid Responses must be received by the Coordinator in their entirety on or before the due date and time set forth in Section C.1., Solicitation Schedule, unless a posted Amendment to this Competitive Solicitation changes this due date and time.

Bidder's completed version of each of the Attachments B, C and D to this Competitive Solicitation shall be included as a separate attachment to the Bidder's email(s).

Bidders assume all risks for the timely submission of the Response. Bidders are responsible for allowing sufficient time to ensure timely electronic receipt of their Response by the Coordinator and, in Solicitations that also require that hard copies of the Response be submitted, to ensure timely receipt via other delivery methods. DSHS does not assume responsibility for problems with the Bidder's email, network or problems with the mail, parking, traffic or the services of any third party courier. However, if DSHS email is not working properly, appropriate allowances will be made.

DSHS will not accept late Responses, nor grant time extensions for individual Bidders. DSHS will disqualify any Response and withdraw it from consideration if it is received after the Response submission due date and time.

7. Acceptable Electronic Formats for Submission of Responses

Attachment D, Bidder Response Form, should be submitted in Microsoft Word. Other Response documents must be formatted in Portable Document Format (Adobe Acrobat PDF) or Microsoft Word, Excel, or PowerPoint. Spreadsheet documents must be submitted in Microsoft Excel and in a live, unprotected file that includes all formulas, macros, and computations that are relied on or used to calculate any rates or values presented therein. When scanning documents to be submitted in PDF format, scanner resolution should be set to at least 200 dots per inch.

NOTE: DSHS cannot receive emails that are larger than 30MB. To keep file sizes to a minimum, Bidders are cautioned not to use unnecessary graphics in their Responses. If your Response approaches or exceeds 30MB, you must break it up and send it by more than one email so that no single email exceeds 30MB.

8. Alternative Submission Methods

Bidders wishing to request an alternative method for submitting their Response must contact the Coordinator at least ten (10) days before the Response Submission Date. No alternative submission method will be accepted unless agreed to by the Coordinator in writing prior to the Response deadline.

SECTION E EVALUATION OF RESPONSES

1. Bid Responsiveness; Administrative Review

All Responses will be reviewed by the Coordinator to determine compliance with administrative and minimum qualification requirements and instructions specified in this Solicitation. DSHS may reject a Response as nonresponsive at any time for any of the following reasons:

- Incomplete Response
- Submission of a Response that proposes services that deviate from the scope and technical requirements set forth in this document and Attachment A, Sample Contract, except as permitted in an Amendment to this Solicitation
- Failure to meet the minimum Bidder qualifications or to comply with any requirement set forth in this Solicitation Document, including Attachments
- Submission of incorrect, misleading, or false information
- History of prior unsatisfactory contractual performance

The Coordinator may contact any Bidder for clarification of the Response. If a Response is deemed non-responsive, it shall be removed from further consideration. DSHS shall notify non-responsive Bidder(s) of this determination and the supporting reasons. Bidders whose Responses are found to be non-responsive shall be disqualified from further evaluation and shall be notified in writing.

If a Response meets all administrative and Bidder qualification requirements and submittal instructions, DSHS shall continue with the Written Evaluation and, if applicable, the Oral Evaluation.

2. Errors in Bidder Response

Bidders are responsible for all errors or omissions contained in their Responses. Bidders will not be allowed to alter Response documents after the deadline for Response submissions.

DSHS reserves the right to contact any Bidder for clarification of Response contents. In those cases where it is unclear to what extent a requirement has been addressed, the evaluation panel may, in their discretion and acting through the Coordinator, contact a Bidder to clarify specific matters in the submitted Response.

DSHS reserves the right to waive minor administrative irregularities contained in any Bidder Response.

3. Evaluation Criteria and Scoring of Responses

Following the administrative review, Responses shall be evaluated and points shall be awarded for the submitted VR360 Videos as well as the management, technical and cost proposal components of the Response, as applicable, based upon Bidder’s responses to the questions set forth in Attachment D, Bidder Response Form. Additional evaluation points may be awarded for specific criteria not included in Attachment D, Bidder Response Form only if set forth in this Section.

The maximum number of points available for each Bidder is 250. The maximum number of points that may be assigned with respect to specific questions is set forth on Attachment D, Bidder Response form. The overall breakdown for assignment of points in evaluating Responses to this Solicitation is as follows:

Sample VR360 Video Review.....	100 maximum points
Management (Qualifications) Response.....	50 maximum points
Technical Response	40 maximum points
Cost (Quotations) Proposal.....	10 maximum points
Oral Interview/Presentation (Optional to DSHS).....	50 maximum points
Total Possible Points	250 maximum points

4. Evaluation of Cost Proposal.

The Bidder who offers the lowest total cost in the Cost Proposal shall receive the maximum number of available Cost Proposal points. Bidders offering higher costs will receive proportionately fewer Cost Proposal points based on the lowest cost as follows:

low bid / higher bid = % of avail. points awarded * avail. points = total cost points

Bidder	Low-Cost Calculation <i>EXAMPLE</i>			Calculated Quotation Score
	Quotation Quest. #1	Low Cost %	Points Available	Points Awarded (Max 20 Points)
Bidder A	\$40.00	1.00	20	20
Bidder B	\$50.00	0.80	20	16
Bidder C	\$80.00	0.50	20	10

5. VR360 Video and Written Bid Evaluation Process

DSHS shall designate an evaluation team of at least three (3) evaluators to review, evaluate, and score the written question responses. These evaluators will be selected based on their qualifications, experience, capability and background. If oral interviews or presentations are conducted, additional evaluators may supplement or replace some or all of the individuals performing the written evaluation.

The VR360 Video and Written Bid Evaluation Process will be evaluated in two phases: In Phase One, Evaluators will evaluate the two (2) VR360 Videos submitted as part of

the Bidder Minimum Qualifications requirements of Section A.4. of this RFP Document. Evaluators will assign scores up to the maximum 100 points available based on the following criteria:

- To what extent do the submitted VR360 Videos address a sensitive subject matter or pertain to the delivery of behavioral health care services. (25 points)
- Are VR elements consisting of live human video images incorporated into the submitted VR360 Videos? (25 points)
- Do the live human video image VR features provide an effective perception that the viewer could be among and interact with the filmed actors? (15 points)
- Does the screen play flow well and provide an engaging and understandable story that fulfills its apparent objectives? (25 points)
- Are other VR features, such as cartoons or text images, incorporated into either VR360 Video? (5 points)
- Do these other VR features, such as cartoons and text images, enhance the quality of the VR360 Video experience and help to make the Video more engaging and understandable? (5 points)

Individual evaluator points will be totaled and the average points for each Bidder will be calculated. The Bidder's average points earned for each criteria will be added together to determine the Bidder's total VR360 Video (Phase One) evaluation points. **After the Phase One points have been totaled and added to the Cost Proposal Points, DSHS may select one or more of the highest scoring Bidders to continue to Phase Two of the VR360 Video and Written Bid Evaluation Process.**

In Phase Two, Evaluators will assign scores up to the maximum 90 points available to bidder responses on Attachment D, Bidder Response Form for the Management and Technical Response sections. Individual evaluator points will be totaled and the average points for each Bidder will be calculated. The Bidder's average points earned for each question will be added together to determine the Bidder's total written (Phase Two) evaluation points. This written evaluation point total will be added to the VR360 Video Phase One points and the Cost Proposal Points to determine the highest scoring bidder(s).

Upon completion of Phase One and Two of the VR360 Video and Written Bid Evaluation Process, DSHS may exercise the right to conduct Oral Evaluations per section E.7. below.

6. Bidder's References

Once the written evaluations are completed, DSHS may contact the references provided by the top-ranked Bidder(s) in order to investigate past performance and validate information in Bidder Responses. In submitting a Response, Bidder agrees that it shall hold harmless DSHS and any individuals identified as references from and against liability resulting from the provision of information or the receipt and use of that information in evaluating Bidder's Response.

While additional points may be awarded for superior performance and reliability as demonstrated through references (see paragraph 3, above), references are generally evaluated on a pass/fail basis. DSHS may reject a bid if a reference provides negative information about a Bidder's past performance.

DSHS may, at any time, require additional or substitute references to determine the Bidder's experience and level of responsibility. If the reference check process reveals information that should properly be considered in evaluating Bidder's responses, DSHS may, in its sole discretion, reconvene the evaluation panel to reconsider the evaluation scoring in light of the information obtained.

7. Oral Interview/Evaluation

In addition to evaluating the written response, DSHS may invite one or more of the highest scoring Bidders to make an oral presentation or interview and to provide a demonstration of one or more sample VR360 Videos (Reels), which shall be separately evaluated. DSHS may conduct this process in person or by videoconference, on the dates set forth in Section C.1., Solicitation Schedule, unless another date is mutually agreed upon.

8. Facility/Site Assessment

DSHS reserves the right to visit and assess the facilities proposed to be used by top-ranked Bidder(s) in delivering services. Unless otherwise noted in this Solicitation document, this assessment shall be evaluated on a pass/fail basis.

If DSHS deems the facility assessments are necessary, the Coordinator will notify the top ranking Bidder(s) of the date and time for their facility assessment. DSHS expects the facility assessments will take place on the dates specified in the Section C.1., Solicitation Schedule.

9. Selection of Apparent Successful Bidder

The Bidder that receives the highest total number of possible points will be presented to DSHS management for consideration as a finalist for the Apparent Successful Bidder.

The selection process shall determine which Bidder provides the best value in meeting the needs of DSHS. Selection of the Apparent Successful Bidder(s) depends upon DSHS' assessment of multiple factors, including Bidders' qualifications, capabilities, efficiency, experience, reliability, responsibility, integrity, quality of proposed services and deliverables, timeliness, cost and potential impact on DSHS' needs. DSHS may consider whether the Response encourages diverse contractor participation; whether the Bid provides competitive pricing, economies and efficiencies; whether the Bidder considers human health and environmental impacts; whether the Response appropriately weighs cost and non-cost considerations; and life cycle cost, as applicable. DSHS may also consider a Bidder's performance on prior State or other contracts and may reject Responses of any Bidder who has failed to perform satisfactorily under any previous contract with the state or another party. DSHS reserves the right to select a Bidder whose Response is deemed to offer the best overall value and that is in the best interests of DSHS and the State of Washington.

Notwithstanding the number of points received, DSHS management shall make the final determination as to which Bidder(s), initially designated as finalist(s), shall be officially selected and announced on WEBS as the Apparent Successful Bidder(s) on or about the date and time set forth in Section C.1., Solicitation Schedule. DSHS may also notify the Apparent Successful Bidder(s) and the unsuccessful Bidder(s) of its determination via email on or about the date and time specified in Section C.1., Solicitation Schedule.

DSHS' decision will be subject to the execution of a Contract satisfactory to DSHS within a reasonable period of time following the announcement of the Apparent Successful Bidder on WEBS. In the event the parties are unable to reach agreement on the final details of a Contract, consistent with Attachment A, Sample Contract, DSHS shall have the option of negotiating with the next highest ranked Bidder and of revising the announcement of the Apparent Successful Bidder.

**SECTION F
BIDDER DEBRIEFING
AND PROTEST PROCEDURE**

1. Debriefing Conferences

No later than 5:00 p.m. on the third business day following the posted announcement of Successful Bidder(s) on WEBS, Bidders who are not selected as a Successful Bidder may send an email to the Coordinator requesting a Debriefing Conference. Unless a different date is agreed upon by the Coordinator, the Debriefing Conference will be held on a date designated in Section C.1., Solicitation Schedule. Discussion at the debriefing conference will be limited to the following:

- Evaluation and scoring of the Bidder's Response
- Critique of the Response based on the evaluation
- Review of Bidder's final score in comparison with the other final scores

No comparisons between Bids will be allowed during the Debriefing Conference, which shall be conducted by telephone, unless the Coordinator agrees to an in-person meeting, and shall last for a maximum period of thirty (30) minutes. Since debriefing conferences pertain to the formal evaluation process, Bidders who were disqualified as nonresponsive and therefore did not go through the formal evaluation process are not entitled to request a Debriefing Conference.

2. Grounds and Filing of Protests

A Bidder who has participated in a Debriefing Conference may file a formal Protest if the Bidder asserts that there are facts that indicate error in the evaluation of Bids on one or more of the following grounds:

- Bias, discrimination or conflict of interest on the part of the evaluator or in the process
- Mathematical errors in computing the score
- Non-compliance with procedures described in the Solicitation document or in DES policy

Protests must be emailed to the Solicitation Coordinator and must be received no later than 5:00 p.m. (Pacific Time) on the fifth (5th) business day following the day of the Bidder's Debriefing Conference. The Protest must adhere to the requirements set forth in this Section or it will not be considered. This Protest procedure constitutes the sole administrative remedy available to Bidders from DSHS under this Solicitation.

Protests must include the protestor's mailing address and phone number and the name of the individual responsible for filing the Protest. The Protest must state the Solicitation number and title, the grounds for the Protest, specific facts to support these grounds, and a description of the relief or corrective action being requested.

Protests not based on one of the grounds set forth in this Section will be rejected. It is not grounds for a protest to question an evaluator's professional judgment on the quality of a Response or DSHS' assessment of its own needs or requirements.

3. DSHS Protest Review Process

The Coordinator will immediately forward any Protest to the Chief of Central Contracts and Legal Services to assign to a Protest Coordinator for review. The Protest Coordinator, an individual who was not involved in the Solicitation, will consider the record and all available facts and will endeavor to issue a decision within ten (10) business days following receipt of the Protest. If additional time is required, the protesting party will be notified of the delay.

In the event a Protest may involve the conduct of or information submitted by another Bidder that also submitted a Response, such Bidder will be given an opportunity to submit its views and any relevant information on the issue(s) raised by the protest to the Solicitation Coordinator.

4. Determination of Protests

The Protest Coordinator shall issue a written determination regarding the Protest. This written determination shall include one or more of the following determinations:

- Upholding DSHS determination of the Apparent Successful Bidder(s) on the basis that there are insufficient facts to establish the alleged error; or
- Upholding DSHS' determination of the Apparent Successful Bidder(s) on the basis that there are only technical or harmless errors in DSHS' evaluation process; or
- Finding errors and identifying actions which may be taken by DSHS, such as:
 - Correction of errors and reevaluation of all bids,
 - Cancellation and reissuance of the Solicitation (in which case all the Bidders will be notified), or
 - Other corrective actions as may be appropriate

There is no further administrative process or remedy available within DSHS to appeal the determination that resulted in a Protest. If the protesting party does not accept DSHS' determination, the protesting party can seek relief from Superior Court in Thurston County, WA.

SECTION G
CONTRACTING PROCEDURES

1. Contract Execution

The Apparent Successful Bidder(s) is expected to sign a contract with DSHS that is substantially the same as Attachment A, Sample Contract, included with this Solicitation, and to enter into any subsequent Contract amendments that may be required to address specific work or services.

DSHS reserves the right to require that some or all of Bidder's Response be incorporated into the Contract, and to negotiate the specific wording of the Statement of Work, based on the requirements of this Solicitation and the terms of the Response submitted by the Apparent Successful Bidder. If changes are requested as part of the Bid Response, DSHS may consider, but shall be under no obligation to agree to, modifications to the General Terms and Conditions of Attachment A, Sample Contract.

If the Apparent Successful Bidder fails or refuses to sign a Contract within ten (10) business days of delivery by DSHS, DSHS may elect to designate the next highest-ranked finalist as the Apparent Successful Bidder.

2. Insurance

The Apparent Successful Bidder shall provide evidence of its compliance with the insurance requirements included in Attachment A, Sample Contract.

3. Non-Endorsement

The award of a Contract is not an endorsement by the State or DSHS of the Bidder or Bidder's Services and shall not be represented as such by Bidder in any advertising or other publicity materials.

By submitting a Response to this Solicitation, the Bidder agrees to make no reference to DSHS in any literature, promotional materials, brochures, sales presentations or the like without the prior written consent of DSHS.

4. Background Checks

Individuals who will be performing the Contract on behalf of the Apparent Successful Bidder may be required to undergo background checks. Individuals who have disqualifying results (showing crimes and/or negative actions) may not be permitted to provide Services under the Contract.

5. Electronic Payment

The State prefers to utilize electronic payment in its transactions. The successful Bidder will be required to register in the Statewide Vendor Payment system, <https://ofm.wa.gov/it-systems/statewide-vendorpayee-services>, prior to submitting a request for payment under their Contract. No payment shall be made until the registration is completed.