

REQUEST FOR PROPOSAL

INTERSTATE INSURANCE PRODUCT REGULATION COMMISSION WEBSITE REDESIGN PROJECT

The Interstate Insurance Product Regulation Commission (Insurance Compact) seeks to improve the design, functionality, and ease of use of its website and is soliciting proposals to contract with a firm to redesign the Insurance Compact’s website. The background and specifications for this request are outlined in the Scope of Work.

To receive consideration, proposals should be sent electronically to Sara Dubsky, Assistant Director of Administrative Operations at sdubsky@insurancecompact.org by February 25, 2022, 5:00 p.m. Eastern Time. Submission of questions should be sent to Sara Dubsky at SDubsky@insurancecompact.org by February 4, 2022, 5:00 p.m. ET. In addition to ensuring your proposal addresses each item within the scope of work, the proposal should clearly state the price plus any ancillary service charges or fees that could be incurred in the delivery of this service.

Tentative Project Schedule

January 26, 2022	--	Release of RFP
February 4, 2022	--	Submission of Questions to SDubsky@insurancecompact.org
February 8, 2022	--	Express interest in bidding on RFP to the Insurance Compact
February 11, 2022	--	Response to Questions
February 25, 2022	--	Proposal due to the Insurance Compact
March 8, 2022	--	Top two bidders identified
Week of March 15, 2022	--	Presentation of capabilities
March 28, 2022	--	Consultant Selection and RFP award
April 11, 2022	--	Commence work no later than

Please email SDubsky@insurancecompact.org if your firm is likely to participate in the RFP process by close of business on February 8, 2022. Please include your firm name and email contact information. If there are any questions regarding any aspect of this project, please submit them to SDubsky@insurancecompact.org by close of business on February 4, 2022. All questions will be addressed in writing.

Selection Criteria

The selection of the firm will be based on the following criteria:

- Experience with similar projects and ability to understand the scope of the engagement,

- Ability to meet the project schedule,
- Professional reputation of the firm,
- Proposed project costs, and,
- Completeness of proposal.

The top two bidders will have the opportunity to present to the Insurance Compact their capabilities and walk through the work they have performed for past clients. These presentations will be scheduled for one hour during the week of March 15, 2022.

The Insurance Compact reserves the right to reject any or all proposals, request new proposals or request additional information. The Insurance Compact also reserves the right to further negotiate with any or all bidders.

If you have any questions regarding this RFP, please send them to SDubsky@insurancecompact.org.

Thank you for your consideration of this Request for Proposal.

Sincerely,

Karen Z. Schutter
Executive Director

SCOPE OF WORK

INTERSTATE INSURANCE PRODUCT REGULATION COMMISSION WEBSITE REDESIGN PROJECT

Organization

The Interstate Insurance Product Regulation Commission (Insurance Compact) is a multi-state public body which serves as an instrumentality of the Compacting States pursuant to enabling legislation to enact the Interstate Insurance Product Regulation Compact. Each Compacting State is an official member – usually represented by the Insurance Commissioner / Director / Superintendent – of the Insurance Compact. The purpose of the Insurance Compact is to develop uniform standards for covered insurance product lines, promptly review filed products and approve those product filings that satisfy applicable uniform standards on behalf of the members of the Insurance Compact. Today, forty-seven states, the District of Columbia and Puerto Rico have enacted the Insurance Compact and are referred to as member states.

Purpose of Engagement

The Insurance Compact conducted a year-long strategic planning process and in December 2019, adopted the Insurance Compact Compass Strategic Plan for 2020 through 2022. One of the strategic action items is for the Insurance Compact to *convene focus groups of Compacting States (regulators and legislators), industry representatives and company filers, and consumers and consumer representatives to identify informational needs and improvements to the website and Insurance Compact notices*. The focus groups have provided their feedback, as captured in the [Focus Group Report](#). This scope of work outlines the consulting services expected to assist in completion of this action item with an anticipated launch date of October 2022.

Additional information concerning the Insurance Compact, its governing documents, rulemaking information, the committee structure and product operations activities can be found at www.insurancecompact.org.

Audience

The Insurance Compact counts its member state regulators and company filers as regular users of its website. Additionally, state legislative partners, industry representatives, and consumer representatives may occasionally use the Insurance Compact's website as well.

Website Technical Specifications

Drupal 9 operating on the Pantheon framework that allows for a multi-branch development, testing and the live environment incorporating a CI/CD workflow to allow for delivery of updated features iteratively as they are developed, tested, and approved by Compact staff.

Scope of Work

The Insurance Compact will engage a consultant to perform a complete redesign of its current website, <https://www.insurancecompact.org>. The goal is to create an ADA-compliant (WCAG 2.0 AA) website that is well-organized, easily navigable by all users, and mobile-friendly. The

redesign should also leave the website in a state where it is easy for Insurance Compact staff to make future updates and enhancements, if needed.

Specific enhancements include, but are not limited to:

1. Overhaul home page navigation through use of best practice interactive navigation components, including reorganization, for the primary audiences – members/regulators, company filers/industry, consumers, and state legislators.
2. Revamp the Events page to make navigation easier and include more information on all Compact meetings and rulemaking and other deadlines.
3. Create Committee-specific web pages to navigate the work of the committee and create link from home page.
4. Enhance the search features on the website to permit users to search specific areas with keywords as well as filter pages.
5. Employ descriptors in pop-ups/mouse-overs to describe various links and pages.
6. Enhance the Member State map to synch up access to more state-specific information for each state, such as statutory citations, opt-outs if any, filing statistics, state variations if any, etc.
7. On the Docket and the Record pages, add pop-ups, drop-downs, and search/filter features to explain the rulemaking phases or to find information, respectively.
8. Add Table of Contents or a site index.
9. Redesign should improve search engine optimization (SEO).

Further redesign of existing content, also creation of new content, will be communicated over the course of this project. Training will be provided to the Insurance Compact staff as needed.

Qualifications

Consultants wishing to submit proposals for this project should have significant experience in website redesign; specifically, prior work should clearly demonstrate an artistic, innovative, and user-friendly approach in developing interfaces that engage website visitors. Experience with Drupal 9 is required.

Budget

The Insurance Compact has budgeted for a full-scale website redesign in the 2022 annual budget. The Insurance Compact will consider all types of fee proposals, but it has a strong preference for a flat fee proposal. The Compact's goal is to appropriately budget for the cost of this expense; as such, it expects realistic and stable proposals.

The Insurance Compact will separately make and cover the expenses associated with conference calls, videoconferences, travel, and registration to National Association of Insurance Commissioners (NAIC) meetings. The Compact may also perform other tasks such as printing or coordinating information gathering if more cost effective. Please also identify whether your

proposal includes any discounts for the nature of the Compact either as a government, regulatory or nonprofit entity.

Evaluation Criteria

This engagement is intended to begin on or before April 11, 2022. As part of the consultant agreement, the Insurance Compact, in consultation with the Consultant, will have a detailed project plan with deliverables and estimated time frames based on the information presented in response to the Request for Proposal.

Team Responsibilities and Roles

The Communications Department of the NAIC provides technical and user interface support to the Insurance Compact and will be involved in the redesign. Insurance Compact staff will provide content and business analytical support for this project.

Content of Proposal to be submitted

- Your firm's portfolio that includes links to at least five active websites that reflect your work. A list of the roles your firm performed in each project should be included.
- Cite one or two examples of your design approach and process for improving <https://www.insurancecompact.org/>.
- Disclose additional modules beyond Drupal core that you recommend and why, and provide links to those modules for Insurance Compact's review for stability concerns.
- A biography of each person on the team including their role, and their specific experience and expertise
- A list of references for which the bidder has provided similar services
- A brief description of your firm's past work for or interaction with the insurance industry, current and former state insurance regulators, the Insurance Compact, the NAIC, or National Insurance Producer Registry (NIPR)
- A general description of how the services would be provided covering all the points in the Scope of Work
- Pricing/fee information should include a detailed and complete cost for the project. If expenses are to be billed separately, please provide a list of expected expenses and their costs
- If you make assumptions regarding your fees for the project, please list those assumptions in the proposal, e.g., do the fees assume the bidder will complete its work within a certain time frame or within a certain number of hours? The proposal should be as detailed as possible.
- Any sample analysis or other data the bidder believes would be beneficial to the Insurance Compact
- Any supplemental information you believe would be helpful
- W-9 Form (Rev. 10/2018)
- Certificate of Insurance for Worker's Compensation
- Certificate of Insurance for Professional Liability
- Signed Conflict of Interest (see attached)

Submission of Proposal

Proposals must be received by February 25, 2022, 5:00 p.m. Eastern Time. Submissions must be submitted electronically to Sara Dubsy at SDubsy@insurancecompact.org.

If you encounter any problems during your submission, please contact Sara Dubsy at SDubsy@insurancecompact.org.