**Exhibit 1 to Cost Proposal**

**Purpose.** This narrative responds to RFP Section 2.5 by explaining how each cost item directly supports and corresponds to the Technical Proposal (Attachment F). Each section mirrors the structure of our Cost Proposal and ties pricing to the features, deliverables, and obligations described in Attachment F—such as SCORM/xAPI-compliant content development, QA, automated certificates, reporting, accessibility, hosting, and ongoing maintenance.

**1) Personnel Costs**

**Overview.** Personnel roles and hours are scoped to deliver the content development, LMS configuration, and quality assurance workflow described in Attachment F: instructional design and authoring in SCORM creation tools; voiceover and multimedia integration; multi-device SCORM/xAPI verification; reporting configuration; certificate logic; and structured review/approval prior to publication.

**Actors**

Professional voiceover talent narrates modules and aligns with closed-captioned video timing to ensure comprehension and accessibility (consistent audio levels, clear diction, and synchronized captions).

* **Various — Voiceover Talent** | Rate **$40**/hr × **30** hrs = **$1,200**.  
  Supports consistent narration across modules, enabling precise caption timing and clear audio for scenario-based learning and assessments.

**SME**

SME time ensures scripts, assessments, and on-screen text reflect current regulations and best practices. SME collaboration underpins storyboard, script drafting, and final content accuracy prior to production and LMS publishing.

* **Christy Jennings — Owner/Operator SafeMetric** | Rate **$125**/hr × **100** hrs = **$12,500**.  
  Validates scripts and test items; ensures legal/technical accuracy before production and LMS upload.

**Administration**

Project management and instructional design plan, author, and assemble SCORM/xAPI modules; integrate multimedia; and manage QA, staging reviews, and releases. These roles orchestrate migration, configuration, reporting, and certificate logic described in Attachment F.

* **Macauley Mooney — Home of Training, Project Manager – Video Editing** | Rate $85/hr × 450 hrs = $38,250.
  + Leads the end-to-end (re)development lifecycle for each course—scripting, edit planning, asset intake, stakeholder reviews, staging, and final release.
  + Produces and edits high-impact instructional videos and motion graphics aligned to learning objectives; integrates voiceover and captions for accessibility.
  + Drives schedule, budget, and quality control; manages versioning and change logs; coordinates SMEs and approvers to keep deliverables on track.
  + Ensures SCORM/xAPI packaging consistency, brand alignment, and multi-device playback readiness prior to publication.
* **Ashley Guerrera — Home of Training, Instructional Designer – SCORM Creation** | Rate $75/hr × 350 hrs = $26,250.
  + Creates learning objectives aligned to the SME content
  + Designs and builds SCORM modules aligned to learning objectives and Attachment F workflows.
  + Integrates knowledge checks and graded assessments with randomized questions, remediation, and pass/fail thresholds.
  + Implements certificate triggers, completion/score tracking, and clean suspend/resume behavior.
  + Packages for multi-device playback; manages version control, metadata, and QA in staging prior to release.

**Other**

Independent QA/Testing verifies proper launch/playback, scoring, and automated certificate issuance across devices and browsers prior to release; issues identified in staging are remediated and re-tested to ensure compliance.

* **Joshua Duvdivani — Home of Training, Software Project Manager/QA** | Rate $70/hr × 250 hrs = $17,500.
  + Translates Attachment F scope into a delivery plan and backlog (user stories, acceptance criteria), coordinating SMEs, instructional design, and engineering.
  + Owns release management and change control: gates moves from staging to production, maintains versioning and an auditable decision log.
  + Orchestrates platform configuration and integrations (reporting dashboards, certificate automations, email notifications, data exports) and ensures SCORM/xAPI compatibility.
  + Oversees QA/UAT across a browser/device matrix; validates tracking and certificate triggers before go-live.
  + Manages schedule, risks, and dependencies; publishes status updates and keeps work aligned to budget and RFP §2.5 traceability.

**Subtotal – Personnel:** **$95,700**

**2) Non-Personnel Costs**

**Overview.** Non-personnel costs fund the tangible inputs and platform configuration necessary to deliver the technical scope in Attachment F—media licenses, secure asset storage/backup, optional travel (NTE with prior approval), and the white-labeled LMS deployment and hardening.

**Equipment**

External backup drives provide secure, redundant storage for source video, SCORM builds, and project artifacts during development and archival. This complements encrypted backups and disaster-recovery posture, ensuring continuity and data protection.

* External back up drives — $2,000

**Recording**

Licensed stock footage, images, music, and outsourced voice sessions ensure high-quality visuals and audio where client-provided media is unavailable. All media is captioned and integrated into SCORM modules as described in Attachment F.

* Stock footage/images beyond subscriptions, music licenses, outsourced voiceover sessions — $9,500
* Surveys creation/maintenance — $4,000

**Travel**

The project is primarily remote; a not-to-exceed (NTE) travel reserve is included only if on-site filming, discovery, or agency meetings are requested. No travel will be billed without prior written approval.

* Assumed remote. If travel required NTE — $4,000

**Other (LMS White-Label Setup & Configuration)**

Development of the white-labeled LMS instance includes domain configuration, branding, role setup, reporting dashboards, automated email templates, data export, and security hardening—resulting in a State-branded deployment ready for migration and launch.

* Development of White label platform — $49,000
* SCORM Software — $3,600
* Asset Software — $4,000

**Subtotal – Non-Personnel:** **$76,100**

**3) Annual Maintenance & Support**

Fixed annual pricing covers platform/security maintenance, monthly report delivery, follow-up messaging capability, and content survey support; it also includes compatibility updates across modern browsers, daily backups, and routine vulnerability patching.

* Year One: $15,000
* Year Two: $13,000

**Subtotal – Maintenance & Support:** **$28,000**

**4) Cross-Reference to Technical Proposal (Attachment F)**

* **SCORM/xAPI Authoring & Testing** — Supports instructional design, SCORM exports, quizzes, certificate triggers, and staging QA prior to publication.
* **Automated Certificates & Surveys** — Automatic PDF certificates and optional post-course surveys stored in learner profiles.
* **Reporting & Data Capture** — Monthly summary reports plus searchable/exportable results and user/usage fields.
* **Accessibility & Closed Captions** — WCAG-aligned captions, alt text, and plain-language text across devices.
* **Hosting & Security** — Encryption, audit logs, backups, and readiness for State-controlled tenancy.
* **Scalability & Licensing** — Capacity for high numbers of active users with an active-use model.
* **Content Migration & QA** — Intake, packaging, platform integration, and verification across devices prior to launch.
* **Review & Approval Workflow** — Storyboard → script → course production → final approval gates before publication.
* **Video/Graphics & Talent** — Procurement of voice talent/actors, in-house video editing, and graphics production to support modules.

**Total Bid Amount = $199,350**

**Note.** All costs are directly traceable to the work described in Attachment F; no cost includes duplicate effort. Where efficiencies reduce workload (e.g., remote delivery or reuse of templates), actual charges will be at or below the amounts listed.