

Supplement D  
Department of Information Technology  
ACTION AGENDA  
March 22, 2017



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**1-IT. DEPARTMENT OF INFORMATION TECHNOLOGY**

**Contract ID:** Digital Communications Management  
ADPICS BPO No.: 060B6400030

**Contractor:** GovDelivery, Saint Paul, MN

**Contract Description:** Digital communication services to enable State agencies to distribute information in message form.

**Term:** 5/1/2017 – 4/30/2022 (5 years with five 1-year options)

**Contract Amount:** \$ 791,961 (5-year base)  
\$ 182,923 (option year 1)  
\$ 192,069 (option year 2)  
\$ 201,673 (option year 3)  
\$ 211,756 (option year 4)  
\$ 222,344 (option year 5)  
\$1,802,726

**Procurement Method:** Competitive Sealed Proposals

**Proposals:** One proposal received

**MBE Participation:** None

**Incumbent:** GovDelivery, Saint Paul, MN

**Remarks:** A notice of the availability of the Request for Proposals was advertised on *eMarylandMarketplace* and the DoIT Procurement website. Only one proposal was received. Responses from potential offerors surveyed to determine why they did not respond included: they could not meet the RFP requirements, were unable to offer the State an unlimited number of subscribers, and would have to set a maximum number of contacts which would cost the State more as contacts or subscribers increased.

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**1-IT. DEPARTMENT OF INFORMATION TECHNOLOGY (cont'd)**

**Remarks:** (cont'd)

GovDelivery's proposal is advantageous to the State because it provides subscription licenses to the entire State, rather than per user, at a cost effective rate. GovDelivery is able to provide functionalities to meet the State's outreach goals as an all-in-one product. GovDelivery offers an unlimited number of subscribers which enhances the State's opportunity for growth as initiatives and activities expand over time. In addition, this more robust product for mass communications will improve the State's deliverability in sending bulletins and other regulatory news manually to target audiences.

The GovDelivery contract will be available for use by other State agencies. The service provided is web-based and will allow unlimited digital distribution of information in real-time to enrolled subscribers. State agencies will use this service to issue notifications and updates through messaging when the State declares an emergency. Through this digital communication service, State agencies can reach consumers and regulated entities.

**Fund Source:** Various

**Approp. Code:** Various

**Resident Business:** No

**MD Tax Clearance:** 17-0534-0111

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**BOARD OF PUBLIC WORKS**

**THIS ITEM WAS:**

**APPROVED**

**DISAPPROVED**

**DEFERRED**

**WITHDRAWN**

**WITH DISCUSSION**

**WITHOUT DISCUSSION**