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State of Maryland
Department of Information Technology

Questions and Answers No. 1
RFP 060B6400030
Digital Communications Management

Ladies/Gentlemen:

This list of questions and responses is being issued to clarify certain information contained in the above referenced RFP. The statements and interpretations contained in the following responses to questions by potential Offerors are not binding on the State. Nothing in the State's response to these questions is to be construed as agreement to or acceptance by the State of any statement or interpretation on the part of the Offeror asking the question.

1) **re 3.3.9.3-5** - How many end-users should the offerer plan on supporting via a help desk?

RESPONSE: Support should be provided to all account holders.

2) **re 3.3.10** - How soon from award does the State anticipate the system going live to the public?

RESPONSE: The systems will go live within one month from award.

3) **re 3.3.10.1** - How many agencies plan to use this service?

RESPONSE: The State intends to offer this service to all State agencies but does not have a definite count of all the agencies which plan to use it..

4) **re 3.3.10.1** - Is the offerer to provide the cloud infrastructure connections to each of the state agencies or can this service be centrally hosted?

RESPONSE: The Offeror is to provide the Cloud infrastructure connection to each State agency. There is no on-premise solution.

5) **re 3.3.10.1** - What are the projected daily overall message volumes (For Example: 10,000 emails or 15,000 blended messages)?

RESPONSE: The State does not have a projected number.

6) **re 3.3.10.1** - Any estimate on the size of the data per day or year (used for estimating storage and bandwidth)?

RESPONSE: Currently, the State does not have an estimate on the size of the data.

7) **re 3.3.10.2** - Will emails require personalization, and therefore individual sends, or can they be processed in bulk?

RESPONSE: Emails can be processed in bulk.

8) **re 3.3.10.2** - Does the state anticipate sending out large attachment documents to individual subscribers? (as apposed to a bulk service)

RESPONSE: The State does not foresee large attachments being sent.

9) **re 3.3.10.3** - Will the state be creating and maintaining it's own social media presence?

RESPONSE: Yes, the State will be creating and maintaining its own social media presence.

10) **re 3.3.10.3** - What will be the process for adding new social media platforms outside of the ones specifically mentioned in section 3.3.10.2?

RESPONSE: The State will evaluate the number of agencies using new social media platforms and may request additional platforms at a future date.

11) **re 3.3.10.5** - What is the procedure for agencies to determine what subscriber data they would like to collect?

RESPONSE: In addition to email, the State may want to collect demographic data such as city, county or zip code.

12) **re 3.3.10.5** - Will the template for subscriber data collection be normalized across agencies to allow for selection from the complete list of communications in 3.3.10.9 and 3.3.21 in a single form?

RESPONSE: Yes.

13) **re 3.3.10.5** - Can the offerer assume that no PII will be identified for collection? (SSNs, Drivers License Numbers, etc)

RESPONSE: **Yes.**

14) **re 3.3.12** - Is there an existing centralized security authorization and authentication service that can be used to validate senders and recipients or will the offerer have to provide it?

RESPONSE: **The Offeror will have to provide it.**

15) **re 3.3.17** - Does the state have a preferred method for determining whitelisted ISP's?

RESPONSE: **No, not at this time.**

16) **re 3.3.18** - Does the state have a current policy for how and when to delete undeliverable email addresses?

RESPONSE: **No, the State does not have a policy on undeliverable email addresses.**

17) **re 3.3.29** - Will the state maintain responsibility for monitoring message content posted using this code?

RESPONSE: **Yes, the State will be responsible for monitoring message content posting.**

18) **re 3.4.5.5** - Will the state provide a fixed list of web browsers to be supported?

RESPONSE: **The following is a list of web browsers to be supported: Mozilla Firefox 24 or higher, Google Chrome 30 or higher and, Microsoft Internet Explorer 11.**

19) Is there an incumbent currently providing any of the services described in this RFP?

RESPONSE: **Yes.**

20) If there is an incumbent, what company?

RESPONSE: **GovDelivery, Inc.**

21) RFP Sec 2.1.1 – Offeror Minimum Qualifications. Regarding requirements for three years of experience and three references, if an Offeror submitting a proposal to this RFP is comprised of a partnership (like a Prime contractor and Sub contractor team), can the collective experience and references of the Offeror team be submitted to meet the requirements of this section?

RESPONSE: **No, the Subcontractor experience may not be used by Offeror to meet the Minimum Qualifications. The minimum qualifications must be met by the Offeror/Contractor.**

22) RFP Sec 2.1.2 – Offeror Minimum Qualification. Regarding requirements for a current security assessment, if an Offeror submitting a proposal to this RFP is comprised of a partnership (like a Prime contractor and Sub contractor team), can the collective security assessment of the Offeror team be submitted to meet the requirements of this section?

RESPONSE: See response to Question #21.

Thank you,

Dale Eutsler
Procurement Officer