MARYLAND DEPARTMENT OF HUMAN SERVICES

FAMILY INVESTMENT ADMINISTRATION

REQUEST FOR PROPOSAL FOR

FOOD SUPPLEMENT EMPLOYMENT AND TRAINING (FSET) PROGRAM CREATIVE SERVICES PROJECT

FIA/BCP-18-001-S

# Offerors Please Note: Questions are requested to be submitted at least five (5) days prior to the Proposal due date (see RFP Section 4.3 “Questions”)

# QUESTIONS AND RESPONSES #2

Question 7: Is there a preferred platform for the site to be built on?

**Response: The Preferred platform is WordPress for front-end development, however the platform shall be compatible with the standards identified in Attachment P.**

Question 8: What is the current server set-up?

**Response: The current web server is Apache and all back-end development is maintained by Conduent.**

Question 9: Is there any inclusion of social media within the site (i.e. pulling content from Facebook, twitter) or the ability to post directly to those sites within the website platform?

**Response: Offerors should plan to include social media icons that link to DHS’s Facebook and Twitter, but there is no need to embed the social media on the FSET website. FSET will not have its own social media handles, but the topic will be integrated into DHS’s general accounts.**

Question 10: (Related to Question 10) If yes, is there a plan or strategy in place for social content?

**Response: See Response to question 9.**

Question 11: Is there a need for inclusion of video throughout the site?

**Response: The website should have the ability to embed video.**

Question 12: Is there a need for blog style content integration wherein there will be rotating or new content posted regularly to the website?

**Response: The Offerors are asked to propose the best solutions and designs for DHS and the FSET Program.**

Question 13: (Related to Question 12) If yes, is there a plan in place for content development and do you need to be able to manage content publishing approval processes?

**Response: There is no plan for content development.**

Question 14: Is there a newsletter or any additional content sign up for potential customers?

**Response: There is no newsletter or additional content sign up for potential customers.**

Question 15: (Related to Question 14) How do you want the submitted information handled (i.e. email, database etc.)?

**Response: The Department does not envision a need to store information that may be submitted. This is not an enrollment tool; however, the website should enable users to easily determine the programs for which they qualify.**

Question 16: Are there any additional forms to be included within the website (i.e. information request, plan sign-up or anything requiring sensitive data to be transmitted?

**Response: There are no additional forms to be included within the website.**

Question 17: Is there any kind of member area on the backend that needs to be created where a customer can sign in to view, edit, add or change any kind of information within their account?

**Response: This is no member area on the backend that needs to be created.**

Question 18: (Related to Question 17) If yes, how extensive is the structure within that area?

**Response: NA.**

Question 19: Aside from copywriting as outlined in the RFP where will the remainder of assets (such as photography and/or video) come from?

**Response: Offerors are encouraged to propose the best solution and design for the FSET Program in its proposal, which should include, but not be limited to, the minimum requirements in the RFP.**

Question 20: Do you have completed site architecture for the new website and will this be part of the scope of work?

**Response: No, please see Sections 2.3.2.4 Website Design and Development and 2.3.3 of the RFP.**

Question 21: What types of actions do you want your visitors to take on your website?

**Response: At a minimum, users should be able to review their program options by geography, interest, and other relevant determinations; obtain all information about the required next steps, whether it’s emailing or calling the program of interest, or attending an orientation session. If a customer needs to enroll in the State’s Food Supplement Program, they should be directed to the enrollment site,** [**dhs.maryland.gov/benefits**](http://dhs.maryland.gov/benefits)**.**

Question 22: Do you require online chat or search features?

**Response: An online chat feature is not required. Search features must be included.**

Question 23: Are there any assets that can be provided or required to be used such as photography?

**Response: Yes, Offerors are encouraged to propose assets that align with the Department’s and the Offeror’s creative vision for this project.**

Question 24: (Related to Question 23) If no, are we including assets creation within the Proposal?

**Response: See Response to questions 19 and 23.**

Question 25: Are there any video assets that you want or need to be created for the website or other use?

**Response: Offerors are encouraged to propose assets that align with the Department’s and the Offeror’s creative vision for this project.**

Question 26: Is there an incumbent for this Contract?

**Response: There is no incumbent for this Contract.**

Question 27: Is the Department open to having Skype meetings in addition to in-person meetings?

**Response: The Department is open to having Skype meetings in addition to in-person meetings; however, the Department does not have video conferencing capability. Offerors must be able to present deliverables in person.**

Question 28: Will the new FSET Program website for this RFP replace the content in <http://dhr.maryland.gov/food-supplement-program/> or will it reside in <https://mydhrbenefits.dhr.state.md.us>?

**Response: The new FSET Program will not replace information on current DHS websites.**

Question 29: Does the interactive web tool referenced in Section 2.3.2.4 (A.1) need to be developed using AngularJS?

**Response: The interactive web tool will not need to be developed using AngularJS, but must be compatible with AngularJS.**

Question 30: Does the interactive web tool store any information in the customer’s account for subsequent retrieval in case the customer starts an evaluation and needs to save and continue later?

**Response: No, the interactive web tool will not need to store information.**

Question 31: Do the eligibility criteria used by the interactive web tool need to be changed over time without programming changes (e.g. they need to be database-driven parameters)?

**Response: Eligibility factors may change over time as programs evolve. Currently, eligibility is primarily determined by where a participant lives, whether a participant is currently receiving Food Supplement Benefits, and what a participant is interested in. The Offeror may find that a database is not necessary.**

Question 32: When can we expect to get responses to questions?

**Response: The Department expects to have responses to questions posted within 48 Business Hours of receipt.**

Question 33: What are the Key Performance indicators (KPI) against which you will be judging the success of the branding initiative (i.e. visitors to the website, enrolled participants in the program or something else)?

**Response: Performance may be measured internally, in part, by Google Analytics demonstrating a significant number of visitors to the branded FSET website. Over the past 90 days, DHS has captured 1000 unique visitors to the informational FSET website currently hosted on dhs.maryland.gov. Success would be an increase in awareness of the program among DHS customers, and a noticeable increase in the number of unique visitors to the branded website.**

Question 34: How many training participants are there to date?

**Response: There were approximately 325 participants for FY17 and the Department is anticipating 650 participants in FY 18.**

Question 35: What are the domain and hosting requirements?

**Response: The website will be hosted on the DHS domain. Offerors shall propose a domain name as part of their marketing solution.**

Question 36: Do you have any established benchmarks that you are trying to reach in 2018?

**Response: See Response to questions 33 and 34.**

Question 37: Are there any social media requirements or guidelines?

**Response: There are no social media requirements or guidelines.**

Question 38: For the Technical Volume, Tab D, since the minimum qualifications request a digital portfolio can the portfolio be referenced as an electronic submission in this section?

**Response: Yes, Offerors should make reference of the digital portfolio submission in TAB D of the Proposal.**

Question 39: How many filters need to be included in the interactive web tool?

**Response: This will be up to the Offeror to determine based on the proposal and information available.**

Question 40: How many training locations are currently in the system?

**Response: There are currently 8 training locations.**

Question 41: How are you envisioning locations to appear on the site--on a map, in list form, or both?

**Response: Offerors may propose how locations will appear on the website.**

Question 42: Does the website need to comply with .net or be written with .net?

**Response: The website does not need to be written in .net; however it must be compatible with .net.**

Question 43: (Related to question 42) Does the website need to connect with existing systems or can it stand on its own?

**Response: The website can be an independent digital property. The Department anticipates that the website may link to other DHS properties as needed, for instance, if an interested participant first needs to enroll in the Food Supplement Program, then they would need to click to our enrollment site.**

**This is an example of a DHS digital property that exists independently of the Department’s public website, but still connects to our services:** [**http://www.bmorefostercare.com/**](http://www.bmorefostercare.com/)

Question 44: Is there a sample site you are aiming towards or can you provide an example of an existing interactive tool you are envisioning the FSET program to look like?

**Response: We do not have a sample site that we are envisioning for the FSET Program. The Department is interested in new innovative ideas to promote the Program.**

Question 45: Can you clarify how you would like to receive proposals? Is it electronic via the procurement site or is it hard copies and a CD/ROM.

**Response: Proposals are to be submitted as hard copies with an electronic copy included**

**on a DVD or USB. Proposals may not be submitted by fax, email or electronically on eMaryland Marketplace.**

Question 46: Can the digital portfolio be saved on the same CD as the technical volume or a separate CD?

**Response: The digital portfolio can be saved on the same CD as the Technical Proposal.**

Question 47: Regarding the LED Plan, will the marketing materials (posters, brochures, postcard, etc.) need to be printed in languages other than English or is it up to the Contractor to research and determine this as part of the LEP plan?

**Response: The marketing materials printed by the Contractor will only need to be in**

**English.**

Question 48: Do the 4 copies of each volume need to be bound or unbound?

**Response: The proposals must be unbound, but, should be secured, i.e., in a loose leaf**

**binder.**

Question 49: Attachment P referenced a technology stacking including .NET technologies. Must the proposed solution use .NET or can other technologies be proposed as long as they meet the requirements?

**Response: Yes, other technologies may be proposed as long as the requirements are met**

**and the proposed solution is compatible.**

Question 50: (Related to Question 2 of Series 1 Question and Responses) Will the LEP implementation plan incur costs and are these costs the responsibility of the Contractor or the Department?

**Response:** **Offerors should account for any anticipated costs associated with LEP in the Financial Proposal. The website should be compatible with the Google Translate plug-in, and shall include a button that says “Translate.” Spanish and Chinese will be listed first, followed by all other language available through Google translation. Contractors will not be responsible for printing any outreach materials in other languages or the costs for translation.**

Question 51: (Related to Question 2 of Series 1 Question and Responses) Does the Department have any examples of something that meets the LEP plan that can be referenced to gain a clearer understanding of is being required?

**Response: See Response to question 50. Offerors may also consult the Maryland’s Department of Information Technology for additional requirements at** [**http://doit.maryland.gov/webcom**](http://doit.maryland.gov/webcom)**.**

Question 52: (Related to Question 2 of Series 1 Question and Responses) Is the LEP a separate page required on the website?

**Response: The LEP is not required as a separate page on the website.**

*Date Issued: August 25, 2017 By:*

*Nneka Willis-Gray, Procurement Officer*