

Questions and Answers 10/30/2024

This list of questions and responses is being issued to clarify certain information contained in the above-named Request for Proposals (RFP). Nothing in the State’s responses 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 entity asking the question. The responses are not binding on the State unless the State expressly amends the RFP.

The following are questions submitted pursuant to the RFP and the Maryland Lottery and Gaming Control Agency’s (“MLGCA” or “Lottery”) responses to those questions:

	RFP Reference Number	RFP Page Number	Question	Response
106	For Functional Area I, section 2.3.3 F		Can you provide further clarification for the Database Management responsibility, e.g. does this include any direct PII access? Does it include integrations setup and/or maintenance? Additional context regarding this responsibility would be helpful.	The database referred to in this section does not include any personally identifiable information. It currently consists of 243,000 emails for whom we have limited game preference data. We expect our FA I contractor to assist in developing an overall email strategy, work with the MLGCA’s Digital Manager to establish schedules, produce templates and develop copy. Integration set up and maintenance tasks would be minimal.
107	For Functional Area I, section 2.3.12		Can you clarify your expectations and requirements for website / digital property "hosting?" The RFP also mentions partnering with a third party for hosting, so understanding overall roles / responsibilities between parties more clearly would be helpful as well.	The current FA I contractor provides web hosting services for the MLGCA’s main website (mdlottery.com) through a subcontractor. We expect that the FA I contractor will manage a hosting provider as they do any subcontractor (specifically, monitoring performance to conform to a 99.9% uptime rate 365 days per year, assist hosting provider in troubleshooting any outages, recommending improvements and upgrades that will enhance performance and user experience, and interfacing with the MLGCA’s lottery central monitoring and control system contractor when necessary).
108			For Website ADA Accessibility requirements, is the expected standard WCAG 2.1 AA or the more recent WCAG 2.2 AA?	The State IT Policies and Standards include: https://doit.maryland.gov/policies/Documents/Policies/Digital%20Accessibility%20Policy%20Final.pdf The DoIT reference currently indicates WCAG 2.1AA.
109			What is the annual non-working production budget (inclusive of production, research, and other non-working activities)?	The MLGCA’s non-working production budget for FY’24 was \$3,485,000. For FY’25 it is projected to be \$3,394,000. These totals include production, research and digital, but are exclusive of agency fees.
110	5.2.4		RFP states that an electronic version of the Technical Proposal should be submitted in Microsoft Word format, version 2007 or greater. This requirement was brought up at the Pre-Proposal Conference. Since the meeting, has there been any further discussion, or a decision made regarding the submission of the Technical Proposal in PowerPoint format?	See Questions and Answers number 104 (Published 10.28.2024).

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111	3.10.1		Resumes, are you requiring actual resumes for everyone identified in the staffing plan or is it acceptable to outline the background and experience for each individual in a format that can easily work within the proposal submission?	Presentation of the background and experience for each individual identified in the staffing plan of an offeror is at the discretion of the offeror. MLGCA has no defined format for this information.
112	3.10.1		Amount of Experience and Letters of Intent, can you provide clarification on the Letters of intended commitment to work on the project as it relates to a Prime and in what format you would like to see this information in?	The MLGCA is looking to ensure that the individuals listed in an offeror’s Technical Proposal are committed to work on the MLGCA’s account in the context for which they have be proposed. The MLGCA does not have a defined format for this information.
113	2.3.3		The RFP document states that the format of the submission is to be no more than ten (10) pages. For future context, does this mean no more than ten (10) pages for each Functional Area response or no more than ten (10) pages for each case study?	See Questions and Answers number 97 (Published 10.28.2024)
114	2.3.3		We understand that only Qualified Offerors will be invited to submit responses to the Functional Area Assignments. The RFP document states that the format of the submission is to be no more than ten (10) pages. As part of the submittal, can we include digital links?	Yes, digital links may be included.
115	2.3.3		We are unable to download the Non-Disclosure Agreement (Offeror) via the link in the RFP document (page 100 of 151). Is it possible to send the Agreement as a separate attachment for reference and signature?	http://procurement.maryland.gov/wp-content/uploads/sites/12/2018/05/Appendix-3-Non-Disclosure-Agreement-Offeror-1.dotx
116	2.3.3		We are unable to download the Proposal Bond/Attachment Q via the link in the RFP document (page 100 of 151). Is it possible to send the Bond document for reference and signature?	http://procurement.maryland.gov/wp-content/uploads/sites/12/2018/05/Appendix-y-Bid_Proposal-Bond.dotx
117	2.3.3		For reference, can you share the most recent version of the Brand Guide/Standards that is being used for creative development?	See published Attachment #2