

Questions and Answers 10/04/2024

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
6	General		Are any insights available to share regarding player perceptions of the state lottery games AND/OR perceptions of retailers that carry (or don’t) of MLGCA products?	These insights come from our Ipsos Usage and Attitude Tracking study. Relevant pages from our latest quarterly report are attached.
7	2.3.2.A	12	The section references “MLGCA will provide Contractor with a summary document for each advertising initiative that includes a product overview, general strategies, budget, ...”. Can you clarify what items should be included in Contractor pricing submission and what items are understandable left out and will be shared on these case-by-case situations?	<p>In this section, we define how the contractor will provide the MLGCA with a project strategy document (i.e. Creative Brief). Pricing information is not required at this stage of the process. Pricing should be solely located in the financial proposal.</p> <p>The Lottery will provide the contractor with a budget for each initiative and the contractor should develop solutions that fit within the budget provided. After the Creative Brief is approved by the MLGCA, a written (detailed) estimate of project expenses must be prepared by the contractor, and approved by the MLGCA, before work can begin.</p>
8	2.3.3.E	17	<p>Can you define the level of “community management” expected from Contractor for MLGCA social channels?</p> <p>a. Does MLGCA also staff social media managers that are also tasked with community management?</p> <p>b. How many hours does your current partner dedicate to social media community management each month?</p>	<p>The MLGCA has a Digital Manager on staff that is responsible for overseeing and implementing the Lottery’s social media programs. This position does work regularly with a social media manager from our FA1 contractor to develop strategies and tactics for social media campaigns. In addition, our FA1 contractor produces numerous graphics, animations, etc. for use in MLGCA social media.</p> <p>The FA2 contractor is also quite involved, developing audience recommendations for paid posts.</p> <p>b. Our contracts don’t bill using hourly rates, so we cannot provide this information.</p>
9	2.3.3.E.4	17	Does MLGCA have legally approved influencer contract guidelines in place from previous campaigns? And do you have an anticipated number of contracts/budget earmarked for influencer campaigns in mind?	No, the MLGCA has not used social media influencers to date. We do not have a budget earmarked for influencer campaigns, but we are interested in implementing social media influencers.

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10	2.3.11.E	22	Can you estimate the average number of conferences and typical locations in which you request Contractor to attend on an annual basis that are not reimbursable for travel, registration or any other fees?	There are approximately four (4) industry conferences each year that various members of the MLGCA attend. Some are viewable online, while others require airline travel and relevant accommodations/expenses. To stay current with emerging trends and developments in the Lottery industry, we would anticipate that contractors attend at least one conference per year. Per past conferences, fees for vendors to attend these conferences averaged between \$500 - \$700 per person.
11	2.3.12/2.3.13	22-26	With respect to web and app sections which require hosting, security and vulnerability scanning, maintenance and SOC-2 compliance—is the MLGCA satisfied with current vendor handling these specific tasks to a degree that would consider maintaining / extending existing contracts? If so, are you able to share who this or these specific hosting Contractors are?	The MLGCA’s current web hosting provider is WP Engine and the mobile app hosting provider is AWS. These contracts are renewable on a fiscal year basis and the MLGCA is open to renewing them. Regarding security audits, MLGCA follows best practices for rotation of providers.
12	2.5.1.A	32	It states: “The Assignments listed by Functional Area below are presented at this time for informational purposes only. These Assignments are not to be included in the Offeror’s initial Technical Proposal.” Can you clarify what is not to be included in the technical proposal? Can it be assumed we SHOULD be including the case studies and responses to questions as outlined in 2.5.2 and 2.5.3?	Case studies should be included in the technical proposal.
13	GENERAL		In some instances, within the RFP, it is asked to define agency media billings and by clients. We have many strict confidentiality agreements in place which would prevent us reflecting specific client budgets and their specific spending in the Maryland-DC area. Will agency billings to these questions without direct mention to which client suffice to meet these questions?	We understand that Offerors have confidentiality agreements with clients; however, any information you can provide relative to media placed by channel, both in and outside of Maryland, will be helpful in our evaluation of FA2 capabilities.
14	GENERAL		Has the Lottery utilized paid search/ search engine marketing?	Yes; however, the MLGCA has not found this to be as effective as other methods of marketing.
15	Section 1	13	Indicates the creative function will use an ad server to traffic digital ads. Page 29 section K indicates the media function will work with an ad server to create tracking tags. Which functional area will be responsible for creating tags/ trafficking digital?	MLGCA’s current FA1 and FA2 contractors work together to implement all digital campaigns. The FA1 contractor is responsible for creating and trafficking all digital ads to the media vendors. The FA2 contractor creates the tracking tags and is responsible for reporting on digital media activity.

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16	GENERAL		Can you offer a snapshot of media budget and channel mix for past and current year and any insight into projected future years?	Yes, a chart of historical media spending by channel for the past two fiscal years is attached. We have also included spending projections for the current fiscal year in this same chart. (See attached)
17	5.2.4-6	88	Can you confirm that it is desired that the Technical and Financial submissions be submitted BOTH 1) electronically through eMMA in accordance with the Double Envelope Guidelines and 2) as physical Hard Copies w/ electronic media inclusions as outlined in section 5.2.4-6	Per 5.2.3 and the Key information Summary Sheet, Proposals shall be physically delivered to MLGCA by Nov 15, 2024 by 2 p.m. Proposals are to not be submitted via eMMA.
18	GENERAL		Can you confirm that the Technical Proposal does not request Tabs F, G, H	Correct. Tabs F, G, and H are not required in the proposal.
19	4.38	83-84	Proposal and performance bonds are applicable to construction and facility improvement contracts valued at \$100,000 or more. The contract to be awarded based upon this RFP is for professional services and therefore bonds are not applicable. Can MLGCA please confirm that the bond requirements as outlined in Section 4.38 of the RFP are not applicable?	MLGCA requires bonds for these proposals and contracts, as spelled out in section 4.38.1 (Proposal Bond) and 4.38.2 (Performance Bond).

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20	4.38.1	83	<p>The RFP states "Each Offeror must submit with its Proposal a Proposal Bond or other suitable security, as summarized in 4.38.4".</p> <p>Section 4.38.4 appears to have been omitted from the RFP. Was this omission inadvertent?</p>	<p>RFP to Be amended</p> <p>4.38.4 Acceptable security</p> <p>Acceptable security shall be as described below, identified within and excerpted from COMAR 21.06.07:</p> <p>A. Acceptable security for Proposal, performance, and payment bonds is limited to:</p> <ol style="list-style-type: none"> 1) A bond in a form satisfactory to the State underwritten by a surety company authorized to do business in this State; 2) A bank certified check, bank cashier's check, bank treasurer's check, cash, or trust account; 3) Pledge of securities backed by the full faith and credit of the United States government or bonds issued by the State; 4) An irrevocable letter of credit in a form satisfactory to the Attorney General and issued by a financial institution approved by the State Treasurer.