



**Date of Issuance:** 2/11/2021

**Solicitation No.** 1600000056 REBID

**Requisition No.** 1600004778

**Amendment No.** 1

Hour and date specified for receipt of offers is changed:  No  Yes, to: \_\_\_\_\_ CST

Pursuant to OAC 260:115-7-30(d), this document shall serve as official notice of amendment to the solicitation identified above. Such notice is being provided to all suppliers to which the original solicitation was sent.

Suppliers submitting bids or quotations shall acknowledge receipt of this solicitation amendment prior to the hour and date specified in the solicitation as follows:

Sign and return a copy of this amendment with the solicitation response being submitted; or,

If the supplier has already submitted a response, this acknowledgement must be signed and returned prior to the solicitation deadline. All amendment acknowledgements submitted separately shall have the solicitation number and bid opening date in the subject line of the email.

**ISSUED FROM:**

Jacob Charries  
Contracting Officer

(405) 521-2191  
Phone Number

[Jacob.Charries@omes.ok.gov](mailto:Jacob.Charries@omes.ok.gov)  
E-Mail Address

**RETURN TO:** [OMESCPeBID@omes.ok.gov](mailto:OMESCPeBID@omes.ok.gov)

**Description of Amendment:**

a. This is to incorporate the following:

Below are clarifications and Answers to bidder questions. No further questions will be accepted

The closing date has not changed and remains 2/19/2021 at 3:00pm CST

Clarifications:

- The hourly pricing described in Bidder Instructions section 8.1 E means one single hourly rate that applies to all items and does not mean a different rate for each item. Bidder submissions should have only a single hourly rate and each proposed item differentiated by the estimated number of hours required at that rate.**

Bidder Questions:

- It's called a "rebid" -- why is OMES rebidding this work?**

**This is a rebid of a traditional bid that was not awarded. The client agency chose to pursue a different solicitation methodology.**

**2. Who, if anyone, won the work in the previous bid?**

**The previous bid was not awarded to a vendor**

**3. Whether companies from Outside USA can apply for this? (like, from India or Canada)**

All vendors who are interested in pursuing a state contract must review the requirements for registration with the Oklahoma Secretary of State (SOS) and the Oklahoma Tax Commission (OTC). Some vendors may be exempt from SOS and/or OTC registration. It is the responsibility of each vendor to make the determination of an exempt status. For more information regarding registration with the SOS or OTC, please contact each agency, respectively.

**4. Whether we need to come over there for meetings?**

In-person meetings are not required but may be preferred for some meetings once safety protocols allow.

**5. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**

Vendor shall provide its services to customer and its users solely from data centers in the U.S. Storage of customer data at rest shall be located solely in data centers in the U.S. Vendor shall not allow its personnel or contractors to store customer data on portable devices, including personal computers, except for devices that are kept only at its U.S. data centers. Vendor shall permit its personnel and contractors the access Customer Data remotely only as required to fulfill Vendor's obligations under the Contract.

**6. Can we submit the proposals via email?**

**As noted on the first page of the Bidder Instructions sealed bids are to be returned via email to [OMESCPeBID@omes.ok.gov](mailto:OMESCPeBID@omes.ok.gov)**

**7. What CMS is Dept of Commerce allowed to consider for this project? We are in the process of converting many state entities to the new AEM (Adobe Experience Manager) platform. However, it seems that e-commerce may not be an option on that platform. Are WordPress and Woocommerce acceptable platforms for this project since it is independent of the primary Commerce site?**

**Per Bidder Instructions Section 8.1 B ii – “Oklahoma’s standard content management system is Adobe Experience Manager (AEM). AEM-compliant is not required if bidder can explain how alternative will meet the client objectives.” As such, bidders may bid or suggest any platform they want if they are able to explain and justify that platform and why it would be most successful to the objective(s).**

**8. How definitive does pricing have to be? Since there are no specific details about any of the obligations, it is hard to provide an accurate estimate. Ex: Design/printing of a physical product catalog can vary widely depending on how many pages/products, etc. If we quote a price for a 20 page catalog and it ends up being a 40 page catalog, can the price be revised?**

**Bidders should submit pricing that would be able to reflect these situations should they occur. Below are a few examples (bidders do not have to follow these specific examples, but they serve as examples). These are all based on the clarification above of using a single hourly rate for any and all items**

**A. Pricing could be in ranges such a 1-40 pages will be x amount of hours, 40-80 pages will be x amount of hours, and so on.**

**B. Pricing could be based on smaller ranges such as x amount of hours per every 10 pages. So, whether it was 40 or 80 the amount would be based on every 10 pages.**

**C. Pricing could be based on each page such as x amount of hours per page (or fractions of hours). Again, whether 40 or 80 pages it allows for that.**

**All of these are just examples in which the number of pages in the final item would be accounted for whether it grew or was less than estimated. Similar consideration should be given for all items - a format that would allow and account for any increase (or decrease) from estimates.**

**9. Attachment A, Item 2, Section A - E-Commerce Website - Does this solicitation include the ongoing operations of the fulfillment of customer orders, payments, shipping, inventory needs, or is this just the initial design and development of the site and coordinating operations with internal team members at the State?**

Fulfillment, shipping and inventory needs would be managed by a different vendor. Payment would be managed using the state standard for payment processing (TBD). The scope for purposes of this bid includes the design and development of the site with milestone acceptance granted with the completion of a successful order.

**10. Attachment A, Item 2, Section A - For the product images modeled by public teachers, will the State identify and coordinate the selection and participation of the teachers, including transportation and accommodations for the photo shoots, or should that be provided for within the proposal?**

The Oklahoma State Department of Education will assist in sourcing and coordinating teachers for the shoots. Transportation and accommodation of teachers is unlikely if the shoots are scheduled at centrally located studios or spaces.

**11. 8.2.H. Section Eight: Response to Specifications and Requirements - What is the requested format/completion timeline of the VPAT mentioned in 8.2.H? (Typically, this is something done during development and completed after development of the site.) Can you clarify on this as the previous answer did not address the completion timeline?**

**You are correct in that the VPAT may be completed after award; however, the Security Assessment found in Section Eight (iii) must be submitted with the bid response. This assessment is linked in that section of Bidder Instructions and award cannot be made without its completion.**

**12. Can you please verify the schedule for the procurement process in the table in Section H? The RFP Response Due Date is listed as 28 days from RFP release and listed as 2/19/2021 which is not 28 days from the RFP Response Due Date.**

**The dates in the right column titled "DUE DATE" are correct. Responses are due 2/19/2021, Interviews are 2/26/2021, Clarification kicks off 3/1/2021, and Award date if 3/12/2021. As mentioned above that table these dates are tentative and may be subject to change but that is the current schedule.**

**13. Is there existing research/measurement of brand awareness for the Oklahoma brand to serve as a baseline for determining increased brand awareness/engagement?**

**No, although if budget allows, such research would be welcome.**

**14. From the brand's unveiling to present, what other marketing initiatives have been implemented to date?**

**We have implemented the brand at most state agencies, migrated 25 state agency websites to the Adobe Experience Manager platform that incorporates the new branding, remodeled Tourist Information Centers with new branding, and have a couple of murals in the works.**

**15. What are the current challenges with brand perception, awareness and engagement that will be important to address in the implementation strategy?**

**We initially had some pushback with the brand launch, but now that has subsided.**

**16. With the end of the fiscal year coming up in June 2021, will the contract now be split over two fiscal years with two different POs? (March 2021 - June 2021 and July 2021 - December 2021?)**

**The contract term is from date of award through one (1) calendar year. There would be a single purchase order issued to cover that calendar year. Because the fiscal year runs 7/1-6/30 this would likely span two different fiscal years. This would have no impact on the contract or purchase order. It would only change the funding sources used on the purchase order (internally) or additional lines may be added to the existing purchase order to reflect the new funding.**

**17. E-Commerce Website/Merchandise Catalog:**

- a. Are there any specific features or functionality needed for the website?

**This should be a pretty simple e-com website. We would need the Agency to help design merchandise and create photography (and any other assets they might recommend). Might need an email sign up.**

- b. Are there any specific requirements for e-commerce integration?

**We would prefer the site be built on Adobe Experience Manager and utilize Magento for payments. The OMES Web and Citizen Engagement team is available for collaboration on UI/UX/Design/Development. Please see #7 above regarding acceptable platforms)**

- c. Are there any additional website requirements or parameters to ensure seamless integration with the content management system?

**Not that we can think of, but we would expect a full discovery as part of the process.**

- d. The requirements note video assets for the website. How would the video assets be used on the e-commerce site?

**Would accept recommendations from Agency to determine appropriate usage.**

**18. E-Commerce Website/Merchandise Catalog**

- a. To confirm, is the e-commerce website's completion date by December 2021?

**Ideally June 30, 2021**

- b. Are there established sales goals for the e-commerce site?

**No. All proceeds will go to fund in-classroom grants.**

- c. What are the anticipated printing requirements for the physical catalog? (How many estimated catalog pages and catalogs printed?)

**25-50 pages, 500 copies (want recommendation here)**

**19. Should pricing estimate ranges for the following anticipated brand implementation external expenses be included as well?**

**Examples of anticipated brand implementation expenses:**

- a. promotional products/apparel costs

**no**

- b. promotional product setup fees

**yes**

- c. printing costs for agency artwork and merchandise catalogs

**yes**

- d. subcontractor/print vendor costs

**yes**

- e. media buy costs

**yes**

- f. (These estimated out-of-pocket costs would be provided as a cost estimate – not the hourly rate format.)

**Understood.**

**20. Specifically, for the website, T&Cs will need to be written for the site. Do you provide terms & conditions, and privacy policies (through an existing legal team) or should we include that cost?**

**We have them.**

**21. Roughly how many products will be in the initial load?**

**20-30**

**22. Roughly how many product categories (for navigation) do you think you will have initially?**

**3-5**

**23. Does the website need to tie into any existing CRM or inventory management system, or will all the inventory management be done right on the site?**

**It may need to plug into an “on-demand” print solution.**

**24. Do I need to quote hosting/SSL for this project, or is there an existing host and certificate?**

**No**

**25. Will sales be primarily in-state, or will you need tax compliance in all US jurisdictions?**

**Will need all US jurisdictions**

b. All other terms and conditions remain unchanged.

\_\_\_\_\_  
Supplier Company Name (**PRINT**)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Representative Name (**PRINT**)      Title

\_\_\_\_\_  
Authorized Representative Signature