



STATE OF TENNESSEE  
DEPARTMENT OF TENNESSEE WILDLIFE RESOURCE AGENCY

**INVITATION TO BID # 32801-12192  
AMENDMENT #1  
FOR TWRA MARKETING MANAGEMENT PLATFORM**

**DATE: August 22, 2023**

**ITB # 32801-12912 IS AMENDED AS FOLLOWS:**

**1. State responses to questions and comments below amend and clarify this ITB.**

Any restatement of ITB text in the Question/Comments shall NOT be construed as a change in the actual wording of the ITB document.

PAGE #	QUESTION / COMMENT	STATE RESPONSE
	1. When referring to the need for 50 administrators and 1 contract account, what exactly is needed? Is this just referring to the access level of the accounts?	50 TWRA staffers will have a login/access for the 1 agency account
	2. When referencing an access to a complete archive of all for all bulletins sent and all subscriber activity, are you referring to being able to see all communications you have sent out as well as a history of the activity of your subscribers in the system?	Yes
	3. What is meant by "up to 200 subscription topics"?	The number of subjects we can have for people to subscribe to such as boating, hunting, fishing, outdoor recreation, etc. to allow us to target groups by their interests.
	4. When it comes to the "communications cloud" section, what is meant by "the subscription includes the following domain(s) and sub domain(s)"? Are these domains needing to be hosted if awarded the contract?	The vendor will need to be able to link/connect/exchange data with these domains, not host them. For example, on the TWRA website, there is a pop-up for people to subscribe to newsletters which are delivered by the vendor platform.
	5. I see TWRA is currently using GovDelivery/Granicus. Is this RFP to replace that system or for renewal of services with them?	This RFP would either replace or renew the service, depending on who receives the contract.
	6. How many contacts will you need to store in the outreach platform?	unlimited
	7. What sales database are you currently using and need to connect to?	Brandt
	8. I see there are 'up to 200 subscription topics', How many different segmented lists would you like to have? How many campaigns would need to be run total?	Currently have 15 topics to subscribe to and it could continue to grow. We would expect to have roughly 5-7 campaigns.
	9. Would you require all implementation resources to be U.S. based?	A.11.a.1. The Contractor shall ensure that all Confidential State Data is housed in the continental

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		United States, inclusive of backup data.
	10. Does TWRA look to use 'social media integration' for digital advertising? If so, how do you currently measure those ad results?	Don't think we would integrate into the platform for advertising, but we would want to link out to our social channels in an email being delivered by the vendor.
	11. Is the Contractor Network access a way for citizens to subscribe to other agency's outreach campaigns that are using the same platform?	Allow subscribers to also subscribe to the other government agencies in the network of the awarded company. In return people can subscribe to us the same way.
	12. Does the SAAS solution need to be proprietary to the company submitting the RFP or can it be a third-party software company owned by an outside entity of which the bidding company is a partner?	<p>7.10. Assignment and Subcontracting. The Contractor shall not assign this Contract or enter into a subcontract for any of the goods or services provided under this Contract without the prior written approval of the State. Notwithstanding any use of the approved subcontractors, the Contractor shall be the prime contractor and responsible for compliance with all terms and conditions of this Contract. The State reserves the right to request additional information or impose additional terms and conditions before approving an assignment of this Contract in whole or in part or the use of subcontractors in fulfilling the Contractor's obligations under this Contract.</p> <p>8.11.b.1. The Contractor and all data centers used by the Contractor to host State data, including those of all Subcontractors, must comply with the State's Enterprise Information Security Policies as amended periodically. The State's Enterprise Information Security Policies document is found at the following URL:  <a href="https://www.tn.gov/finance/strategic-technology-solutions/strategic-technology-solutions/sts-security-policies.html">https://www.tn.gov/finance/strategic-technology-solutions/strategic-technology-solutions/sts-security-policies.html</a>.</p>
	13. Is 24/7 support to be provided by the winner of the contract or the proposed SAAS solution?	yes
	14. Beyond providing the SAAS solution and support migrating contact lists and creating SMS templates, will tagging contacts, segmenting lists, building workflows and triggers, or other marketing tool setup be	yes

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	required?	
	15. Will TWRA require one-on-one training and/or support for the SAAS solution or will a help forum and resource library be adequate for 24/7 support outside of business hours when a human operator is not available?	If the contract is awarded to a new vendor, one on one training would need to be provided for set up and initial launch.
	16. What is TWRA's current tech stack?	The TWRA website (state platform is AEM), the License sales website (Brandt programming), a mobile app (Brandt platform), and a variety of software solutions such as Agorapulse, Adobe, Microsoft, etc.
	17. Which social media platforms does TWRA utilize for marketing?	Facebook, Instagram, YouTube
	18. How many contacts does TWRA expect to market to (current and aspire to)?	At least 800,000+

2. **ITB Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this ITB not expressly amended herein shall remain in full force and effect.