



STATE OF TENNESSEE
DEPARTMENT OF TENNESSEE WILDLIFE RESOURCE AGENCY

**INVITATION TO BID # 32801-12974
AMENDMENT #1
FOR TWRA MARKETING MANAGEMENT PLATFORM**

DATE: September 26, 2023

ITB # 32801-12974 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.

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	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: https://www.tn.gov/finance/strategic-technology-solutions/strategic-technology-solutions/sts-security-policies.html.</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+
	19. Can you provide any selection criteria?	This Contract will be awarded to the lowest cost qualified vendor meeting all Contract requirements.
	20. Are there any budget details that can be provided?	There is not budget cost to be released at this time.
	21. Is there an office requirement in the state of Tennessee and will out-of-state firms have the same consideration?	There is no location requirement. Contractor must be able to meet all Contract requirements regardless of location.
	22. Assuming the RFP will be submitted through the supplier portal, are there any file specifications or limitations?	There are no specific file requirements or limitations when submitting your response in Edison. All required ITB documents must be provided.
	23. Our expectation from the materials is that 9Rooftops will purchase software, customize, and manage the marketing management platform for TWRA. Regarding the software purchased: <ul style="list-style-type: none"> • Does TWRA desire any involvement in the software evaluation and selection process, prior to platform provision by 9Rooftops? Or, will TWRA proceed with 9Rooftops' recommendation? 	I would expect the awarded company to have a solution in place and have full control of functionality before pursuing this contract. If you are purchasing a solution after the fact, then yes, we may want to be involved.
	24. For the 5 hours of "message template and integration development" specified in the Specifications document: <ol style="list-style-type: none"> a. Is the intention that TWRA will then leverage any/all message templates set up by 9Rooftops following that 5-hour period? b. Can you please confirm what the message template development includes? For example: <ol style="list-style-type: none"> i. Design, development, QA of X email templates (please specify X) ii. Guidelines for SMS templates 	<ol style="list-style-type: none"> a. Yes b. To my knowledge this would be some training and guidance on how to use software. We would then take it from there, only requiring training and assistance as needed. X would only be enough templates to train

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	<p>iii. Design templates for social media posts</p> <p>c. It is our understanding that, following template provision for the X emails above, the TWRA team will lead all message copywriting, design, development, QA and scheduling. Is that correct, or does TWRA expect to rely on the agency for some of those needs? If the latter, please confirm support requirements in this area.</p>	<p>users.</p> <p>c. We will not rely on your agency</p>
	<p>25. "Communications Cloud" is referenced, and this term is similar to Salesforce's Marketing Cloud product. Is the expectation that this platform will be used, or is 9Rooftops open to bring their own solution to the table?</p>	<p>You can bring your own solution.</p>
	<p>26. Technology Stack</p> <p>a. Can you please provide details on the following, that will inform how we are scoping key inclusions in section 4 of the "Specifications" document?</p> <p>i. What is being used currently for:</p> <ol style="list-style-type: none"> 1. Sales database 2. Website CMS 3. Website analytics 4. Business intelligence/marketing message performance measurement <p>ii. What format are email lists currently in?</p>	<ol style="list-style-type: none"> 1. Brandt 2. Adobe AEM 3. Adobe <p>Email lists are pulled into excel or other desired formats.</p>
	<p>27. What is your definition of "all bulletins sent", so we ensure our plan for data archival inclusion is complete?</p>	<p>All emails sent.</p>
	<p>28. Can you please elaborate on the "200 Subscription Topics" - do recipients need the ability to subscribe or unsubscribe from each individually?</p>	<p>Possibly, At this time we have roughly 10-15 topics.</p>
	<p>29. For the SMS portion of the solution</p> <ul style="list-style-type: none"> • Will we be using/accessing existing phone numbers and short codes owned by TWRA, or will we need to include acquisition of and cost for those as part of this estimate? 	<p>We have customer phone numbers</p>
	<p>30. For the social media portion of the requirements, can you please confirm if the solution will require?</p> <ol style="list-style-type: none"> b. Ability to manage and distribute content from a shared hub c. Ability to respond directly through the platform to incoming comments and requests 	<p>b. no c. no d. no e. no</p>

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	<p>d. Ability to manage on mobile for TWRA's social coordinators on the go</p> <p>e. The primary social channels on TN.gov/TWRA are for Facebook, Instagram and X (formerly Twitter). Are there others that are mandatories for this portion of the project? Are there any channels that will need to be included from Go Outdoors Tennessee?</p>	
	<p>31. What is the expectation (if any) for the marketing platform to integrate with the two existing websites provided? Will TWRA be responsible for these site-side updates, or should we include a 9Rooftops developer to complete this work?</p> <p>a. Form needs?</p> <p>b. API integration?</p> <p>c. Etc.?</p>	<p>We will need links for subscription to topics that can be place throughout our webpage. We may also require assistance in setting up popup windows to encourage subscription. This would require coordination between us and our state web admins.</p>
	<p>32. How many contacts will you need in this system? Existing volume? Anticipated annual growth rate?</p>	<p>Over 1 million contacts currently. Possible growth: 50,000 – 200,000 contacts.</p>
	<p>33. In looking through everything, this seems identical to the previous cancelled RFP, with the exception of the reduction of SMSs. Have I missed something?</p>	<p>No</p>
	<p>34. Are we able to submit redlines of the Terms and Conditions with this RFP, and if so, to which question should we align submissions of those redlines?</p>	<p>Redlines will not be accepted.</p>
	<p>35. We have a EULA with the state. Is it helpful to submit that with our response?</p>	<p>This ITB does not require you to submit your EULA.</p>

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.