PRE-PROPOSAL CONFERENCE
REQUEST FOR PROPOSALS

FOOD SUPPLEMENT EMPLOYMENT AND TRAINING (FSET)
PROGRAM CREATIVE SERVICES PROJECT

FIA/BCP-18-001-S

AUGUST 22, 2017
311 West Saratoga Street
Room 508B
Baltimore, Maryland

10:10 a.m. - 10:50 a.m.

PRESENT FROM DHS:

NNEKA WILLIS-GRAY, Procurement Officer
SHOMARE BRAXTON, Acting Director, Workforce and Development
KARI NYE, Communications Director
TANYA WILLIAMS, Deputy Chief Information Officer
PAMELA PERKINS, Office of Administration
SIMON CORNBERG, Attorney General
ARETHA ECTOR, Attorney General
DOMINIC EDET
NIA GRAVES

ALSO PRESENT:

DIANE DEVANEY, Devaney & Associates, Inc.
ELLIS HARCUM, Sahara Communications, Inc.
CHRIS SMITH, idfive
CASEY RHOADS, TB&C, Inc.
KRISTEN PARKS, Eleven Peppers Studios
CRYSTAL MYERS, CADMUS
JAMES BYLES, Washingtonian Custom Media
COLLEEN DOYLE, Doyle Communications
CHRISTINA SGAMBATO, Highrock Studios
DAVID WHITE, Exit10

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ALSO PRESENT CONTINUED:

DAN RAPP, Exit10
ANTOINE WRIGHT, Mindboard
GARY GOLDBERG, Maryland Procurement Group

REPORTED BY: KATHLEEN A. COYLE, Notary Public

P R O C E E D I N G S

MS. WILLIS-GRAY: Good morning everyone. Welcome to the Department of Human Services. My name is Nneka Willis-Gray, and I'm the procurement officer for the food supplement employment training, also known as FSET program creative service project. The purpose of this solicitation is to establish an innovative brand and identity that will aid the Department in increasing enrollment I n the FSET program. With this new brand and identity DHS will be able to, one, connect FSET participants and training that will prepare them for careers, which will place them on a path for financial independence and family self sufficiency; two, promote the efforts, services, and impact of those organizations that collaborate with the FSET program; and three, promote DHS's efforts to become a national model for FSET program, implementation, and positive outcomes.

This contract shall be for approximately six months, starting on or about September 22, 2017, and will go until March 21, 2018. The due date for proposals is September 1, 2017. Proposals are due at 4:00 p.m. Please note, please submit your proposals timely or else they cannot be accepted.

Just for you reference, if anyone needs to use the restroom, you can use the back entrance, you will go to the right and immediately to the left are the restrooms. Hunt reporting is recording this conference. A copy of the transcripts will be posted to eMaryland Marketplace and DHS websites once they become available.

So with that, we’ll start. We’ll introduce ourselves by going around the room. We’ll start here at the table.

MR. BRAXTON: Shomare Braxton, acting director of workforce and development.

MS. NYE: Hi. I’m Kari Nye. I’m the communications manager.

MS. WILLIS-GRAY: Nneka Willis-Gray, procurement officer.

MR. HARCUM: Ellis Harcum from Sahara Communications.

MS. MYERS: Crystal Myers with CADMUS Group.

MR. BYLES: James Byles, president of Washingtonian Custom Media.

MS. SGAMBATO: Christina Sgambato, marketing executive for Highrock Studios.

MS. DOYLE: Colleen Doyle, creative director, Doyle Communications.

MR. SMITH: Chris Smith with idfive.

MR. WHITE: David White, managing partner, Exit10.

MR. RAPP: Dan Rapp from Exit10.

MR. WRIGHT: Antoine Wright, Mindboard.

MR. RHOADS: Casey Rhoads, TBC.

MS. DEVANEY: Diane Devaney, Devaney & Associates.

MS. PARKS: Kristen Parks, Eleven Peppers Studios.

MR. EDET: Dominic Edet.

MR. GOLDBERG: Gary Goldberg, MPG.

MS. PERKINS: Pamela Perkins, Office of Administration.

MS. ECTOR: Aretha Ector, Office of the Attorney General.

MR. CORNBERG: Simon Cornberg, Office of the Attorney General.

MS. WILLIAMS: Tanya Williams, (unintelligible).

MS. WILLIS-GRAY: And so it is my pleasure to introduce Mr. Shomare Braxton with the Family Investment Administration, and he will provide the opening remarks today.

MR. BRAXTON: So I just want to give a overview of the food supplement employment and training program, also known as FSET. So the food supplement employment training program connects those who receive food supplement benefits to in demand industry specific training programs. Our participants are provided with no-cost opportunities to gain skills, training or experience that will improve their employment prospects and lead to self sufficiency. In addition to training our partners also provide job placement, job retention and support services that assist participants in obtaining and maintaining employment. These services are provided by third-party partners, to include community colleges and community based organizations. As DHS enhances and expands the FSET program, we want to ensure there is a consistent and clear message to the public while raising awareness of program participation available to staff recipients, third-party partners, and other community organizations.

Our goal is to establish an innovative brand and identity that will aid the Department in increasing enrollment into FSET programs. The target audience is customers currently receiving and those potentially eligible for SNAP benefits. Many of these customers are unemployed or under employed, have significant barriers to employment, limited job experience, and no means of reliable transportation. Their age, education level and language may vary. So to summarize, we want a website to be used as a vehicle to connect and direct customers while also highlighting the program to the general public, state, local and federal partners.

MS. WILLIS-GRAY: Thank you, Shomare. So now we're going to go throughout the RFP. We're going to highlight some sections that want to bring your focus to. We'll start with the minimum qualifications, which is section one, and then move onto section two, which is the scope of work requirements. These sections will be presented by Mr. Shomare Braxton and Ms. Kari Nye.

MS. NYE: Good morning. I'm going to read the offeror minimum qualifications. I apologize for just reading it to you, but in case you haven't had the opportunity. The offeror shall demonstrate that it has five years of in-house experience or has subcontracted with other firms providing multidisciplinary design and creative services to include the following: logos and branding, graphic design, printed and digital marketing collateral, copy-wright and messaging, and website design and development. As proof of meeting this requirement the offeror shall provide a digital portfolio that includes at least three examples of multidisciplinary design experience within the previous five years. The portfolio shall include dates, organization/client's names and contact information for all examples provided. Subcontractor experience may be used for one of the three design experiences.

MS. WILLIS-GRAY: Just to interject, we will have a questions and response period at the end of the conference today. So if you can write down and hold your questions until that time, we would appreciate it.

MS. NYE: Moving onto scope of work. We're going to start at section 2.3, since Shomare did the other two. Basically, what we're looking for is a marketing tool, as he said. And under this project is going to comprise six -- or sorry, five different sections to include naming and brand as one, messaging and copy-writing as two, graphic identify and design as three, website design and development as four, and outreach materials as the fifth section.

Under naming and brand positioning, this is the first section that we're looking for. We want the vendor to conduct a site visit with program participants to gather research information for the naming and branding of the FSET program. Meaning, we're not looking to call it FSET program. So we want you to come up with a brand by going to visit these places to glean from them what their services are. Propose a brand name that is representative of the FSET program's goal and DHS's mission. And then we'll have you submit electronically, via email, within the specified time line, 30 calendar days of the notice to proceed.

Under the next section, messaging and copy-writing. We'll provide you information about the FSET program from our prospective. And you'll use that information in accordance with what you've also gathered to write, edit, and develop content for the FSET website and marketing materials. We're looking for you to develop strong messaging for the FSET program that speaks to the diverse audience that Shomare summarized for us. We also look to you to develop a social media campaign to promote the FSET program using our social media channels, which I must say since this was published have actually just changed this week in accordance with our new brand. So just to update this, the Facebook and the Twitter can now both be found at /mdhumanservices. And we'll be sure to issue a update. But you would be using our existing channels to propose the campaign. And then this initial draft copy of messaging and copy-writing will be presented no later than 45 calendar days of the notice to proceed.

Next we have graphic identity and design. We're seeking a modern logo tag line -- the tag line is important -- and graphic identity that will promote awareness of the FSET program and its services. We'd like a draft of the graphic identity and design no later than 45 calendar days from the notice to proceed. And then the final no later than 90 days from the notice to proceed.

Under website design and development, we're seeking for you to design, develop, and implement a website that serves as an easy-to-use resource for potential program participants. So this would be anyone who is currently or could be eligible for one of these training programs. At minimum the website shall have an interactive web tool allowing customers to quickly evaluate their options and eligibility for training programs, the ability to compile a list of compatible training locations and addresses, and multiple web pages that will serve program participants, partners, and stakeholders. One thing that may not be clear from this so far is that each training program has its own distinct opportunities. Certain qualifications for each program, certain areas of focus. So the web tool will need to help participants quickly evaluate what they're qualified for, what fits their interests, and go from there.

The initial proposed website design template should be presented no later than 120 calendar days from the date of the approved contract for review, prior to implementation. Following review of the initial draft, the Department will evaluate the website to ensure satisfaction with the website function and conformance within the RFP. We will notify the contractor in writing of acceptance of the site or any amendments and/or additions that are required. Notwithstanding above, the go-live date is March 8,

2018. We also need a part of this is to ensure that the content can be printed from the website and is compatible across mobile devices and operating systems, including Apple, Android, Windows.

The final component of this would be outreach materials. We're seeking for the offeror to design a combination of printed and digital outreach materials that could include posters, tri-fold brochures, postcards and other items that can be printed by our Department in black and white and color as needed in perpetuity. We'll also seek for you to provide 200 color printed posters with a minimum size of 18 by 24 inches, and 1250 printed fliers. Present drafts of all outreach material no later than 60 days from the notice to proceed to the State project manager. Provide all approved printed outreach materials no later than March 8, the go-live date.

MR. BRAXTON: Okay. So I want to talk about invoicing. And it's in section 3.4. All invoices for service shall be signed by the contractor and submitted to the State project manager. All invoices shall include the following information: contractor name and address, remittance address, federal taxpayer identification number, invoice period, invoice date, invoice number, State assigned contract number, State assigned purchase order number, goods or services provided, and amount due.

The Department reserves the right to reduce or withhold contract payment in the event the contractor does not provide the Department with all required deliverables within the time frame specified in the contract or otherwise materially breaches the terms and conditions of the contract until such time as the contractor brings itself into full compliance with the contract.

The invoice submission schedule. Invoices are due by the 15th of the month, following the month in which the deliverable has been received.

MS. NYE: I guess just to call your attention real quick to, it should be page 20 on yours, but 3.1, the deliverables chart. Just a handy chart to summarize what I said the deliverables of the project are, including site visit, naming and branding, which the details are outlined on the previous section, message and copywrite material, graphic identity and design, interactive website, outreach materials, and to include all materials, drafts, proofs, negatives, limited English proficiency implementation plan, technical support and training, and problem escalation procedures. So these are all the --

MS. WILLIS-GRAY: And so now I'm just going to jump back just a little bit more to section 3.1, which is the insurance requirements. This solicitation does require commercial general liability insurance with limits of 375,000 per occurrence, and 750,000 for aggregate. It also requires malpractice or professional liability insurance with a minimum of one million per claim and annual aggregate. And also for the automobile and/or commercial insurance to maintain liability, collision, and PIP limits no less than those required by the state where the vehicle is registered. But in no case less than those required by the State of Maryland.

And then we'll move onto section four, which are some procurement instructions for you. We'll start at section 4.2, which is eMaryland Marketplace. Essentially, eMaryland Marketplace is the State's electronic commerce site. It's where all information about the solicitation, including award, is posted. So it is a requirement that if you are submitting a proposal that you are registered for eMaryland Marketplace. Registration is free. And to register you go onto emaryland.buyspeed.com Once you are registered you just want to take note of your eMaryland Marketplace vendor number. This number is needed on the transmittal letter, or the cover letter, which is submitted with your proposal.

Moving onto section 4.5, proposal due date and time. Again, proposals are due September 1, 2017. Proposals are due at 4:00 p.m. If it is received after 4:00 p.m., on September 1, we cannot accept your proposal.

I also just want to point out, if for some reason that you're not able to submit a proposal, the

State would really like your feedback. So if you can use the vendor notice form provided in the solicitation and let us know why you are not submitting a proposal. We would greatly appreciate it.

Section 4.8 is the Public Information Act notice. Just keep in mind that any information that you consider confidential and/or proprietary to your company should be identified by page and section number, and placed after the title page, and before the table of contents in the technical proposal. And if it’s applicable to the financial proposal, include it in the financial proposal as well.

Section 4.17, mandatory contractual terms. Just keep in mind that any exceptions to the RFP and contract shall be clearly identified in the executive summary of the technical proposal. A proposal that takes exception to any terms and conditions may be rejected.

Section 4.21, verification of registration and tax payment. For any entity to do business with the State you must be registered with FSET or the State

Department of Assessment and Taxation. If you are not registered for FSET, then if you were otherwise a qualified offeror, your proposal may be rejected. Will be rejected, excuse me. To register, it's also free, you want to go to www.egov.maryland.gov/businessexpress

For this solicitation there is no minority business goal or veteran small business enterprise goal. However, we do encourage minority businesses and veteran small businesses to submit a proposal. And also, the Maryland living wage law is not applicable to this solicitation.

Next we're going to highlight section five, which is the proposal format. So when you're submitting your proposal you will be submitting your proposal in two parts. Volume one is the technical proposal, volume two is the financial proposal. Each volume shall be sealed separately from one another. It's preferred that the name, email address, telephone number, the contact person for the offeror be included on the outside of each volume. Each volume should contain four copies and one original. And then if it's not too big, both sealed copies should be submitted together in a single package with a label that has the RFP title and number, name and address of the offeror, closing date and time for receipt of proposals. We also expect to see an electronic submission which can be submitted on USB or DVD. That electronic submission should be in two parts as well. So you'll have one for the technical proposal and the other for the financial proposal. The electronic technical proposal submission should include a Microsoft Word version of your proposal as well as an Adobe pdf searchable that is redacted for PIA requests. For the volume two, financial proposal electronic submission you want to include the financial proposal in Microsoft Excel, and also a searchable Adobe pdf version of it that is also redacted for PIA requests.

For the delivery of your proposals, you can choose to either mail or hand-deliver your proposal. If you're choosing to mail your proposal, we do recommend that it is sent either Express Mail, Priority Mail, or Certified Mail, as these are the only forms that the Department can verify received. Anytime that you have a hand-delivery, please make sure that you receive a secure date, signed, and time stamped receipt of your delivery.

All right. So I'm moving onto how your proposal will be put together. Again, your technical will have four copies with one original and electronic submission. I'll start with tab "A," which will be your title page and table of contents. Then you'll have A-1 if there is a claim of confidentiality.

Tab "B" will be the transmittal letter or the cover letter. And just keep in mind with the cover letter or transmittal letter that the following is expected to be included: includes the name and address of the offeror, name, title, email address and telephone number of the primary contact of the offeror, the solicitation title and solicitation number that the proposal is in response to, the signature, typed name and title of the individual authorized to commit the offeror to its proposal, the federal employer identification number or a Social Security number for an individual, the eMaryland Marketplace number, if you are a MBE, your minority business enterprise certification number, and acceptance of all State RFP contract terms and conditions. If any exceptions are taken, those should be included in executive summary. And also acknowledgment of any addenda to this RFP. Do keep in mind there has been an amendment that has been issued to the RFP. It was issued on August 18. It is to revise attachment "P." So at the bottom of your solicitation you're looking at the correct version if in the footer you see "revised solicitation 8/17/2017, revision to attachment P."

Tab "C" will include the executive summary.

Tab "D" will include minimum qualifications, any documentation related to it.

And tab "E" is going to be the bulk of your proposal. It is the offeror's response to the RFP requirements and proposed work plan. In this section each offeror shall provide a definitive section by section description of the proposal, of the proposed plan to meet the requirements of the RFP, beginning with section 2.3.1.1 of the solicitation. The work plan shall include specific methodology, techniques, and number of staff, if applicable, to be used by the offeror in providing the required services as outlined, descriptions to include an outline of the overall management concepts employed by the offeror, any project minutes or plan, including project controls, mechanisms, and overall time lines. Project deadlines, consider contract deliverables must be recognized in the work plan. So essentially, your work plan is your proposal.

Tab “F” will include experience and qualifications of proposed staff.

And tab “G” will be offeror qualifications and capabilities.

Tab “H” includes references. At least three references are being requested. Each reference will be from within the last five years. Portfolio examples used to meet the minimum requirements in section one of the RFP can be used to meet this requirement. Also, the references should include the name of the client organization, name, title, telephone number, and email address, if available of the point of contact for the client organization, and value type, duration and description of services provided.

Tab “I” will list the current and prior State contracts from within the last five years. And this section should include the State contracting entity, a brief description of the services and goods provided, the dollar amount of the contract, the time of the contract, the State employee contact person’s information, and whether the contract was terminated before the end of the specified term, or if any available renewal options were not exercised.

Tab “J” will include the financial capability. We’re looking for at least two years, perferrably independently audited of a profit and loss statement and balance sheet. In addition to these items you can submit an Dun and Bradstreet rating, Standard and Poor’s rating, lines of credit, evidence of successful financial track record, and evidence of adequate working capital.

Tab “K” is the certificate of insurance. Under tab “K” we’re just looking for your current insurance certificate. At this point it does not need to meet the requirements that were set forth in section 3.1.

Tab “L” we’ll go over subcontractors, if it’s applicable.

Tab “M” is the summary of any legal action.

And tab “N” includes economic benefit factors.

Tab “O” will include additional technical submission. At this time what would be included under that section would be a completed proposal affidavit, which is attachment “C,” and a completed federal funds attachment, which is attachment “G.” So that’s all that’s required for the technical proposal volume one.

So now moving onto the financial proposal, volume two. We need one original and four copies of the financial proposal form, which is provided as attachment “B.” Also keep in mind that the financial proposals shall not exceed $100,000.

So now we’re going to move onto section six. I just want to point out some things about the evaluation and selection process. So evaluations of proposals will be performed in accordance with COMAR 21.05.03. The technical proposal evaluation criteria include offerors technical response to the RFP requirements and work plan, experience and qualifications of proposed facts, offeror qualifications and capabilities, including subcontractors and economic benefit to the State of Maryland. Technical proposals will be evaluated and ranked prior to the evaluation of financial proposal. Once the technical has been evaluated and ranked the financial proposal will be ranked from the list, which is the most advantageous to highest, which is the least advantageous.

So that concludes the sections that we wanted to highlight for you today. So now we were going to open up the floor to any questions. I did want to point out that we have received some questions and have provided some responses. You do have an attachment.

If you were not able to grab one, there are copies over on the table in regards to questions already asked previously. We also received a sheet of questions. We'll be responding to those questions after the pre-proposal conference today. And again, Hunt Reporting is recording the conference. So the transcripts will be posted on the website. Whenever you do ask your question, if you can identify yourself and your company for the record, we would appreciate it. So are there any questions?

MS. PARKS: Kristen Parks, Eleven Peppers Studios. I have a few questions. Should I ask them all or should I just do one at a time?

MS. WILLIS-GRAY: You can ask one at a time.

MS. PARKS: Okay. The first question I have is on the four copies for technical and financial volumes, should they be bound or unbound?

MS. WILLIS-GRAY: Unbound.

MS. PARKS: So everything should be unbound?

MS. WILLIS-GRAY: Unbound.

MS. PARKS: My second question is regarding the LEP plan. Do you have requirements for translation language or should that be part of what we propose in our LEP plan?

MS. WILLIS-GRAY: It should be part of what you propose in your LEP plan.

MS. PARKS: My third question is, where would you like the digital portfolio saved, which CD, or a separate CD?

MS. WILLIS-GRAY: We'll actually take that question down and get back to you.

MS. PARKS: Related question is for the minimum qualifications. Since the minimum qualifications is a digital file, would you like us to reference the file in the minimum qualifications tab?

MS. WILLIS-GRAY: We'll take it down and get back to you.

MS. PARKS: Okay. Thank you. And then my last question is, I just wanted to confirm that you said there is no separate CD for the redacted pdf. In the proposal it says to keep them separate, but I think you said to put them on the same CD.

MS. WILLIS-GRAY: Right. You can put them on the same CD.

MS. PARKS: Okay. Thank you.

MR. HARCUM: Ellis Harcum, Sahara Communication. Is there an incumbent for this bid?

MS. WILLIS-GRAY: There is no incumbent. These are new services for this Department.

MR. HARCUM: Is the Department open to having like a Skype meeting in addition to in-person meetings?

MS. WILLIS-GRAY: We can take down that and get back to you.

MR. HARCUM: Okay. And how much interaction will the contractor have with the Department, communications involving?

MS. WILLIS-GRAY: A lot of communication.

MR. HARCUM: Okay. No problem. And you didn't really talk about the website. I do have some questions with that. Do you want me to just submit those?

MS. NYE: No. Go ahead.

MR. HARCUM: Okay. So will the new FSET program website replace the contents on, I guess the food supplement website or will it reside on the My DHR Benefits page?

MS. NYE: It will not replace. It will work in tandem what's on DHS's website regarding food supplement program is there by law. So we're looking for an independent marketing tool. It will not reside on My DHR either. It will have it's own URL.

MR. HARCUM: Okay. I guess also, I guess in section 2.3.3, technical requirements, item "D," it talks about creating the pages in HTML. However, on I think appendix "P," and I don't know if I have the latest one or not. I'm not certain. It talks about using Agular JS. So for the creative tool, is that something that you have to use, that Agular JS to develop that or --

MS. WILLIAMS: No. So those are the specifications from My DHR. So we just gave you the specs of what My DHR is developed in to give you and idea of what you need to be compatible with.

MR. HARCUM: Okay. I see. All right. And then the criteria, the eligibility criteria that will be used, will that be changed over time, so we should program it in there, or should it be kind of like, I guess a database driven parameter so that you can change the eligibility parameters without changing the programs?

MS. NYE: Do you mean for the third party training partners eligibility parameters?

MR. HARCUM: Well, I guess when they come onto the website they can determine eligibility I guess for whatever program or tool that they're eligible for. Is that something that's going to change or can change?

MS. NYE: It can change. Correct.

MR. HARCUM: I think that's it. I reserve the right to ask another question.

MS. NYE: Yes.

MS. PARKS: Kristen Parks, Eleven Peppers Studios. Your questions brought me some questions. Related to technology as a .net continues currently on My DHR, is that also required on the new site or can a different technology be used?

MS. WILLIAMS: It needs to be compatible.

MS. PARKS: You also stated it would be it's own URL. Does that mean that we will participate in helping the domain in hosting requirements, or is that the Department?

MS. WILLIAMS: So we need to go back and revisit that question and we'll get back to you.

MS. DEVANEY: Diane Devaney, Devaney & Associates. You said that you want our target market to connect and direct, but is there a call to action as in do want them to make a phone call, do we need to have forms on the website that they need to fill out?

MS. NYE: As far as a unified call to action, it does vary from training program to training program. So our hope is that in the future we'll be able to identify unified call to action. For now, I think it's going to depend on each program and what your proposal is. We're not looking for a specific answer that we don't have to the problem yet. But people do need to be able to identify their options and then take the required action.

MS. DEVANEY: So do we need a program forms or required action --

MS. NYE: I don’t believe that currently any of the third party training models are accepting online enrollment. Does that answer your question?

MS. DEVANEY: Yes. And how many training locations are there?

MR. BRAXTON: So right now we have eight and we are on-boarding five.

MS. DEVANEY: Then moving onto social media. Is there a dedicated person at DHS that oversees social media?

MS. NYE: There is. It is I, me.

MS. DEVANEY: Do you have a written social media guideline?

MS. NYE: We do have some stylistic guidelines that I can share with everyone.

MS. DEVANEY: And do you produce a monthly social media calendar?

MS. NYE: No, we do not.

MS. DEVANEY: Just for a little background, how many participants have you had in the training program to date?

MR. BRAXTON: We can get back to you on that. The numbers vary. So we can get back to you on that.

MS. DEVANEY: And year of establishment, when was it established?

MR. BRAXTON: The FSET program?

MS. DEVANEY: Yes.

MR. BRAXTON: Two thousand fifteen.

MS. WILLIAMS: For the question about the portfolio, whether or not you can put it on a separate disk, if you can include it on the same disk as your proposal you can include it. If there's not enough room, do a separate disk.

MR. BYLES: Are there general branding guidelines that need to be followed within this, as we're developing the proposal?

MS. NYE: We do not have branding guidelines. So no.

MR. BYLES: Okay. Under the languages, I

know that you said we're to propose the language; do you have a number of languages that the State of Maryland requires things be able to be interpreted into?

MS. WILLIS-GRAY: We'll take your question down.

MS. WILLIAMS: It's just one.

MS. WILLIS-GRAY: I think it's just Spanish.

MR. BYLES: So we're looking at a bilingual program, not more than that?

MS. WILLIS-GRAY: Not to my knowledge.

MR. WHITE: David White, Exit10. Can you talk a little bit about the project management side from DHR's side, like how will the project be managed; will we have one point of contact, or multiple points of contact, I mean how would the approval process of creative be done?

MS. NYE: We have one project manager who is in charge of the FSET program who is going to be the primary point of contact. But she will be working closely with the communications department to approve things going forward. So it's going to be a lot of two person committee. And she and I are still working out the approval process. But the idea is to work closely with the vendors and among ourselves, and then we have identified executive directors who would be in charge of final approval process. Does that answer your question?

MR. WHITE: (Nods head affirmatively.)

MS. PARKS: Regarding translations. I know the website will require translation. You also require translation on the marketing material. So does that mean that the quantities for the posters, for example, would double to have English and Spanish versions?

MS. NYE: We will not require translation of the marketing materials.

MS. WILLIS-GRAY: Any other questions?

MR. HARCUM: I guess the -- does the interactive web tool, is that going to store information about the customer for alter retrieval?

MS. NYE: No. This is not an enrollment tool. But the hope is that it will leap frog people to enrolling. So they need to get the information they need to move forward. But the website itself will not enroll people.

MR. BYLES: The economic impact to Maryland, is there preference being given to Maryland based companies?

MS. WILLIS-GRAY: Right now it's reciprocal preference. We do not give preference to Maryland based. We go based off of if you are outside of Maryland whatever your reciprocal preference law is, Maryland will adopt that. So I guess depending on the state.

MS. RHOADS: What are the KPIs you will be using to judge the success of this plan?

MS. WILLIS-GRAY: Can we get back to you on that?

MS. WILLIAMS: I'm sorry, can you repeat your question again?

MS. RHOADS: Sure. The KPIs that are implemented here used to judge success. So (unintelligible)

MS. WILLIS-GRAY: And is it possible that you could submit that question to us in writing?

MS. RHOADS: Sure.

MR. BYLES: Just a follow onto that question. Do you have established benchmark that you're trying to reach in 2018, after the launch date, or current measurables that we can benchmark against?

MS. NYE: We can provide the analytics for the current FSET site that we have, that is not a marketing tool, but is an information tool, as like a basis. But we'll get back to you. We do have some.

MS. WILLIS-GRAY: Any other questions?

(No response.)

MS. WILLIS-GRAY: All right. Well, I guess that concludes the review of this RFP. And just to let you k now, if there is a discrepancy between any response provided here today and any written response provided after the conference today, the written response will prevail.

Thank you everyone for coming out. We definitely appreciate you being here today. And also remember, proposals are due September 1, by 4:00 p.m. And if you haven't already done so, please either provide us your business card or sign in. And I hope you all have a great day. And travel safely.

(Whereupon, at 10:50 a.m., the meeting was adjourned.)

CERTIFICATE OF NOTARY

I, KATHLEEN A. COYLE, Notary Public, before whom the foregoing testimony was taken, do hereby certify that the witness was duly sworn by me; that said testimony is a true record of the testimony given by said witness; that I am neither counsel for, related to, nor employed by any of the parties to this action, nor financially or otherwise interested in the outcome of the action; and that the testimony was reduced to typewriting by me or under my direction.

This certification is expressly withdrawn upon the disassembly or photocopying of the foregoing transcript, including exhibits, unless disassembly or photocopying is done under the auspices of Hunt Reporting Company, and the signature and original seal is attached thereto.

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__________ KATHLEEN A. COYLE
Notary Public in and for
the State of Maryland

My Commission Expires:

April 30, 2018