REQUEST FOR PROPOSAL		**BID DUE DATE AND TIME**
BOARD OF SUPERVISORS OF LOUISIANA STATE UNIVERSITY AND AGRICULTURAL & MECHANICAL COLLEGE	LSU	**07/18/2024 02:00 PM CT**

SOLICITATION RFQ-0000002282 **SUPPLIER #** **SUPPLIER NAME AND ADDRESS**	**RETURN BID TO** Louisiana State University and Agricultural and Mechanical College Procurement 213 Thomas Boyd Hall Baton Rouge, LA 70803 **Buyer** Amy Guillot **Buyer Phone** **Buyer Email** aguillot1@lsu.edu **Issue Date** 06/17/2024

TITLE: Greaux Healthy Digital Strategy for Pennington Biomedical Research Center

Addendum 01: Notice is given to all parties that this solicitation is amended by the University as stated herein. This Addendum is hereby made an official part of this solicitation. See attached for respondent inquiry and response.

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Addendum 01 RFQ-0000002282
Respondent Inquiry and Response

Q1. In reference to Section 5.2, "Respondent's Financial Information," which requires documents demonstrating the Respondent's financial stability, including the latest financial statements, preferably audited, or other evidence sufficient to demonstrate financial strength and capability, can we provide our Dun & Bradstreet report as evidence of our financial status?

R1. Yes

Q2. Is there any incumbent for this opportunity?

R2. There is no incumbent.

Q3. If there is an incumbent then why you are looking for other companies? Are you not happy with them?

R3. N/A

Q4. If there is an incumbent then are they bidding for this opportunity?

R4. N/A

Q5. What is the allocated budget for this RFQ?

R5. $2,000,000

Q6. In section 3.5 it mentions weekly and bi-weekly status reports. Are there specific templates or reporting formats you prefer?

R6. The selected supplier and the PBRC team will determine formats together.

Q7. For section 3.2.9 "Are there any specific UI/UX design standards or guidelines that should be followed for the web and mobile applications"?

R7. It is expected that the selected supplier currently uses best practices for UI/UX design.

Q8. As a Texas-certified Historically Underutilized Business (HUB), we are keen to understand the participation goals for this RFQ. Could you please clarify what is the percentage of the HUB Goal for this project?

R8. We do not have specific goal for this project.

Q9. We are an SBA 8(a), MBE, Texas HUB, and ISO 27001 Certified company. Could you please confirm if the Veteran/Hudson Initiative Verification is mandatory for the submission of our proposal?

R9. The Veteran/Hudson Initiative Verification is not mandatory for the submission of a proposal.

Q10. What is the length of the contract?

R10. Please refer to Section 9.9: Term.

Q11. Regarding the hosting requirements for this project, do you require cloud hosting, or should the hosting be managed on the vendor's premises?

R11. Cloud hosting is preferred.

Q12. Can you provide examples or further details on the types of mobile and web applications required?

R12. Applications include programs that provide individuals with health and wellness content, interaction, and in some cases integration with other systems.

Q13. What existing systems or platforms need to be integrated with the new digital solutions?

R13. Platforms have been previously designed and tested in the research environment. Exiting systems and platforms include previously developed mobile applications and LMS.

Q14. Can you provide any historical data or context on past similar projects that PBRC has undertaken?

R14. PBRC has not executed similar projects.

Q15. Is there a defined budget or range for this project that can be disclosed?

R15. $2,000,000

Q16. Are there any specific cost constraints or budgetary concerns that should be kept in mind while preparing the financial proposal?

R16. No

Q17. Are there any specific compliance standards (beyond GDPR and HIPAA) that we need to be aware of?

R17. Any cloud-based hosting services in use must provide documentation regarding the data they collect, and a SOC-2 report.

Q18. Can you provide more details on the expected support and maintenance requirements post-launch?

R18. Requirements as typically included in a maintenance agreement in addition to hours for updates and modifications as requested.

Q19. What is the SLA expected for response times and resolution times for support requests?

R19. Response time should be as short as logically possible. Priority status and urgency should be factors considered with agreed upon resolution times within the SLA.

Q20. What are the expectations for training sessions and the development of user documentation?

R20. The PBRC team users should receive training that allows them to be able to work within the systems and perform basic tasks, access admin dashboards, and pull data reports.

Q21. Can you elaborate on the functional requirements for the Learning Management System (LMS) mentioned?

R21. The use of the LMS will be part of the digital strategy development process which should support the identification of requirements. Typically, key LMS requirements include: material delivery that supports a variety of multimedia formats; course management that allows for the creation and organization of courses; user management that permits multiple roles and permissions; and assessment tools that include quizzes and feedback.

Q22. Are there existing templates, branding guidelines, or user personas available for the UI/UX design work?

R22. Yes, the Greaux Healthy brand guidelines will be available to the selected supplier.

Q23. Can you elaborate on how the evaluation points for each section will be allocated?

R23. Please see Section 4: Evaluation

Q24. What are the most important factors the evaluation committee will consider when reviewing proposals?

R24. The evaluation committee will review the proposals and score according to the RFP.

Q25. What is the preferred method of communication and frequency of updates and meetings with the PBRC team?

R25. Please see Section 3.5: Meetings

Q26. Is there any preference or restriction on the use of subcontractors?

R26. No preference or restriction on the use of subcontractors.

Q27. Which contractor (if any) developed the current greauxhealthy.org website? Are they eligible to bid on this project?

R27. Tilt developed the current website and is allowed to bid on this project.

Q28. The RFP references an existing website and content management system (CMS) as part of the scope.

Is there a CMS for the current website?

If so, what CMS platform is currently being used?

Is PBRC open to recommendations for a different CMS platform that might meet the requirements better? (Any content will need to be migrated to the new platform.)

R28. Craft is the current CMS for the main website. PBRC is open to all recommendations.

Q29. The RFP refers to the development of "numerous new mobile applications." For purposes of staffing and scope estimates, could PBRC provide a ballpark estimate of the number of mobile apps envisioned? (5? 10? 20?)

R29. Estimated 10.

Q30. The RFP names five positions: Project Manager, Software Developer/Programmer (junior), Software Developer/Programmer (senior or lead), UI/UX Designer, and Database Developer. There are a number of other positions that may be required for successful completion of this project, including but not limited to Digital Strategist, Software Architect, CMS and LMS Specialists, Video Production Specialist, Documentation Specialist, QA Tester, etc.

Should we include resumes for these additional categories and list them in our proposed hours?

How should we reflect costs for the areas of required expertise that are not captured in the five named labor categories? Attachment F includes only a single line item for "Other Hires by Consultant," and these additional needed categories cover a potential wide range of labor rates. Please clarify.

R30. Additional positions can be listed separately with definitions/responsibilities

Q31. Should any of the following sections be separated into different physical volumes, or may they all be tabbed sections of a single volume? Executive Summary and Certification Statement,

Respondent Qualifications and Experience, Technical Proposal, Financial Proposal, Veteran and Hudson Initiative

R31. Sections can be tabbed in a single volume.

Q32. What kinds of entities does PBRC see as their competitors in this arena?

R32. Other research academic institutions are both partners and competitors.

Q33. Does PBRC anticipate marketing the products developed under this contract outside Louisiana?

R33. Yes

Q34. Is the provider responsible for developing and producing any content videos and learning materials that are identified in the digital strategy and that will be deployed in the web and mobile applications?

R34. Yes

Q35. If so, in order to help us estimate the scope, level of effort, and number of personnel required for implementation, does PBRC have a working estimate of the number of videos that would be required?

R35. Working estimate of 350 videos that may range from live to animation.

Q36. The description of the desired digital strategy and the skills required appear to align more with the development of a digital solutions architecture rather than a more traditional strategic digital marketing assessment and campaign. Is this understanding correct?

R36. That is correct, this is not a marketing campaign.

Q37. Does "digital strategy" include digital marketing efforts–including, but not limited to, SEO, programmatic display, Google ads, OTT/Streaming TV ads, paid/organic social media campaigns, etc.?

R37. No

Q38. What types of deliverables does PBRC foresee needing in terms of branding / creative collateral?

R38. Minimal if any from the selected supplier

Q39. Does PBRC have any existing approved data security protocols?

R39. Yes.

Q40. If so, can these be shared with respondents, because they may impact our proposed digital strategy?

R40. Any websites, software or smartphone applications must comply with COPPA (https://www.ftc.gov/legal-library/browse/rules/childrens-online-privacy-protection-rule-coppa).

Q41. This section (3.4.4A) references a "dedicated program manager to manage all projects under this agreement."

Is this individual intended to be separate from and above the Project Manager category, or is this a reference to the Project Manager position itself?

If it is a separate category, how do we account for the cost, given that this individual is required to be dedicated to the program?

By "dedicated" do you mean that a single named individual will serve in this position full time? Please clarify.

R41. Single named individual to serve as the primary point of contact, can be the project manager.

Q42. May confidential financial statements be included in a sealed envelope attached to our response to Section 5?

R42. Yes

Q43. This section (5.5E) calls for detailed resumes "for all key professionals who will be directly responsible for providing services to PBRC." Is the intent here to identify a subset of the proposed staff who will be interfacing most directly with PBRC staff, or does this requirement refer to the full set of proposed personnel?

R43. Yes, the intent is to identify a subset of the proposed staff who will be interfacing most directly with PBRC staff.

Q44. This section (5.7A) asks the respondent to "List the personnel to be assigned to this project along with a resume for each." Does this refer only to key personnel, or all proposed personnel?

R44. All personnel assigned to the project.

Q45. This section (5.5E) asks the respondent to "List the personnel to be assigned to this project along with a resume for each." Does this refer only to key personnel, or all proposed personnel?

R45. All personnel assigned to the project.

Q46. Resumes are called for in these three different sections. To avoid duplication, may the actual resumes be provided in one place (e.g., 5.7.A) with a table and cross-reference in the other sections?

R46. Yes

Q47. 5.6.C (Respondent Experience) requests three case studies, while 6.H (Technical Proposal) requests six project examples. May there be overlap between these two groups (for instance, could the case studies in 5.6.C be more detailed treatments of project examples cited in 6.H) or should there be a total of nine discrete projects?

R47. Yes, there can be overlap.

Q48. A requirement for six project examples appears in 6.H, the instructions for the Technical Proposal. In the evaluation, will this performance experience be scored under the 43 points allotted for the Technical Proposal, or will they be assessed as part of the 20 points allotted for Respondent Qualifications and Experience? (If the latter, it would appear that Experience is being double-counted.)

R48. 5.6C shall be replaced by 6H and scored in the Respondent Qualifications and Experience.

Q49. This section (6D) requests "estimated labor hours by personnel proposed for the project for each task identified in the Scope of Services." For the purposes of this proposal, we assume that this estimate refers specifically to providing estimated labor hours for the Digital Strategy, since the nature, number, and scale of any follow-on development project tasks will be delineated

in that strategy and cannot be determined in advance. Is this understanding correct? Please clarify.

R49. That is correct.

Q50. This section (6E) addresses “establishing and maintaining a project budget, broken down into phases, identifying costs associated with the project.” We assume the intent here is for us to describe how we would go about developing a budget, rather than providing an actual budget and cost information in this section. Is this understanding correct? Please clarify.

R50. That is correct.

Q51. The second table in Attachment F references fees related to a number of tools/products/services that will be required for this effort. We assume that this table is only for capturing any additional licensing fees, separate from any programming and development labor costs (including for the CMS and LMS). Is this understanding correct?

R51. That is correct.

Q52. Does PBRC have existing Developer accounts with Apple and Google?

R52. No

Q53. What is the total marketing budget allocated for the Greaux Healthy initiative?

R53. Marketing budget is irrelevant to this RFP

Q54. What time period does this budget cover?

R54. Please refer to Section 9.9: Term

Q55. How is the overall budget allocated among different components of the project (e.g., app development, content creation, marketing)?

R55. Selected supplier should propose budget distribution for the project.

Q56. Do we have access to LSU faculty and staff as collaborators for this project?

R56. This RFP agreement does not include agreements with other LSU System partners.

Q57. We see a potential opportunity to explore a more cost-effective approach by collaborating with LSU faculty and graduate students from relevant disciplines such as psychology, computer science, and graphic design. Specifically, we could potentially utilize funding to create restricted graduate student stipends, budgeted at $23,000 for a 9-month appointment, to work on the project while supplier oversees the team and manages the creation and dissemination. Additionally, undergraduate student workers could be another avenue to explore. Is this approach acceptable within the scope of the project?

R57. Proposals must meet the minimum requirements and scope of work as listed in Section 3.

Q58. The RFP mentions the digital strategy yet does not mention what type of content needs to be disseminated. Do we need to identify individuals to create content, or do you have figureheads (i.e., Key Physicians, Faculty, Adolescents, Teachers, Parents, Grandparents, and Families) selected to engage?

R58. Several figureheads and content creators are already in place.

Q59. The RFP specifies that the publication of the digital strategy and requirements documentation should be completed within the first 90 days after the commencement of work, and

the development phase should begin within the first120 days after the commencement of work. Are there any additional timeline milestones or deadlines that we need to be aware of for the completion and delivery of the project?

R59. No

Q60. Will the app be housed under the LSU servers and security, or do we need to provide security and hosting for the website, applications, and relevant data?

R60. Security and hosting is required.

Q61. Can you provide the specific security and privacy guidelines/terms that the application must comply with, especially considering that it will be used by children?

R61. Any websites, software or smartphone applications must comply with COPPA (https://www.ftc.gov/legal-library/browse/rules/childrens-online-privacy-protection-rule-coppa).

Q62. Will there be a single point of contact or a dedicated team from PBRC for this project?

R62. Yes

Q63. Outside of the website component, is there an expectation that respondents will also need to provide other services to support this work, such as messaging/content strategy?

R63. The website is a small portion of the project. Web-based or mobile application development is primary.

Q64. Will there be a main point of contact from PBRC who will work with our project management point of contact?

R64. Yes

Q65. What is the size of the PBRC team that will be engaged in this project?

R65. 10+ team members

Q66. Is there a set budget or budget range for this RFP engagement?

R66. $2,000,000