



Questioners will remain anonymous. All questions asked of VCGI and the answers we provide will be made publicly available through this document.

Questions and Answers

Q1. I'm attempting to submit our company for prequalification for the current RFP, but the URL provided (<http://www.cmo.vermont.gov/resources/Prequalificationapplication.htm>) is coming up as 'PAGE NOT FOUND.' Can you please look into this and let me know how to best proceed?

A1. The materials and information necessary for prequalification can be found at the following URL:
<http://cmo.vermont.gov/contracting-state-government/process>

Q2. How many firms are bidding?

A.2 We have no estimate as to how many firms may bid on this opportunity.

Q.3 Is there an incumbent and are they bidding?

A.3 VCGI currently has no contractual arrangements with any marketing firm.

Q.4 Is there a budget or range of budget earmarked for this project that you can share with us that would allow us to scale our response appropriately?

A.4 VCGI has not earmarked an estimated budget range for this project.

Q.5 Who builds the website? And at what point in the project is it rolled out?

A. 5 The website will be built by the team that is selected via the Broadband Mapping Website RFP. That team is being selected at this time. The Broadband



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Mapping Website RFP is closed. The current plan is for the initial version of the website to be online in early September.

Q.6 Aren't providers under the FCC? Shouldn't their actual coverage areas be documented?

A.6 The FCC is working with NTIA to collect the coverage areas for the providers through the ARRA State Broadband Data and Development Grant that is funding this effort. Historically the information submitted by providers to the FCC has been of unknown quality. Also much of the data is classified as confidential and can't be released in the public domain. The spatial resolution of the data is also insufficient to meet the needs of States and the Federal government.

Q. 7 What percentage of providers are receiving ARRA funding?

A.7 We have no way to know that.

Q.8 How does this project conflict/overlap with the Broadband Mapping Consortium?

A.8 The VT Broadband Mapping Consortium was a concept originally suggested by Vermont Broadband Mapping Team back in September of 2009. However, to date the concept hasn't been implemented. VCGI and the Broadband Mapping Team would like the selected contractor to explore this idea as noted in the RFP.

Q.9 Who are VCGI subcontractors who will need to be interacted with?

A. 9 The selected bidder for this RFP will be working primarily with VCGI and the selected bidder for the Broadband Mapping Website RFP (See question 5 above). The selected bidder will also be expected to take part in meetings with, potentially, representatives from all of the Vermont Broadband Mapping Team members on occasion.

Q. 10 What are the other broadband initiatives that this RFP response should take into account and be coordinated with? What state campaigns are currently being used to communicate with the public?

A. 10 The response to this RFP should address only the requirements identified in this RFP. A bidders experience with, or knowledge of, other VT Broadband initiatives or campaigns can be offered in the proposal for consideration by the evaluation team.



Q. 11 If only firm, fixed-price bids will be considered, why is there a price negotiation phase?

A. 11 Occasionally, a bidder may include in their offer a service or deliverable that is not appropriately scoped for the project even though their offer is judged to be the best. VCGI reserves the right to negotiate price with the selected bidder to ensure we will get the products and services we need on the project.

Q. 12 Do bidding firms and their subcontractors need to be registered state and federal contractors

A. 12 The bidder is required to meet all of the federal and state Terms, Conditions, Provisions and Requirements identified in the RFP. The bidding firms and their contractors are required to have a Legal Name and D-U-N-S® Number on file with the federal Central Contractor Registration. The bidding firm must be prequalified for marketing contracts in order to submit an eligible proposal and be considered for this work (see section 1.3.2 of the RFP). The subcontractors do not need to be pre-qualified.

Q. 13 My firm is in the process of filing with the Chief Marketing Officer for pre-qualified status. Based on some date requirements and some USPS timing issues, we will not make the State Marketing Department's requirement of 10 business days prior to the close of the RFP for submission of a completed application.

We have started the application process electronically as required, although we are waiting on our State Tax Department form, and the Secretary of State good standing form, both of which have been mailed to us. Unfortunately, these forms are holding us up in submitting a complete pre-qualification application. My question is, should we continue to work towards answering your RFP, in the hopes that our pre-qualified status is approved?

A. 13 As long as the bidder can submit the parts of the application they have completed to [the Chief Marketing Officer] before the bid date (even within 10 days), then we can accept this as pending and will consider the bid eligible. The bidder should indicate in an email or cover what they have left to submit and when they expect to be able to provide it to the state. Prior to any contract being issued, we would need to have a complete application and satisfactory references.



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Christine Werneke
Chief Marketing Officer
State of Vermont

Q. 14 We are currently completing the broadband mapping RFP, and have a question regarding the following requirement in the Technical Section as listed on page 14:

"Each proposal shall include a representative implementation plan with a proposed timeline for completing the project within the designated project dates."

Nowhere in the RFP can I find reference to those dates -- can you let me know what they are?

A. 14 The only timeline identified for the RFP at this time is in Section 1.6 Schedule of Events. The bidder does not have to identify a proposed plan to meet that timeline. Most of the identified activities will require support from the successful bidder within approximately the first 4-6 months after award. After that period of time marketing support to the project will be limited follow-ups and consultation based upon the measured results of the recommended approaches.

Q. 15 Can each client reference be longer than one page as long as the form headings are used exactly as shown in the RFP?

A. 15 Yes.

Q. 16 Can you confirm that the project/contract length is for FY11? If not, can you please specify the anticipated contract term?

A.16 Contract start will be as soon as possible after award and continue until the end of June 2011. See the response to Q. 14 for information related to this question.

Q. 17 What is the anticipated launch date of the new website?

A. 17 See the response for Q.5.

Q. 18 If a vendor is selected on July 1, 2010, when do you anticipate work to begin?



A. 18 Work will begin with the start of the contract which will be as soon as possible after award.

Q. 19 Would it be possible to see a copy of your awarded ARRA proposal?

A. 19 Information relating to VCGI's ARRA grant, including a copy of the VT Broadband Mapping Team's awarded proposal are available at the project page;

<http://www.vcqi.org/projects/bmi/>

Q. 20 You state that a representative implementation plan, which is typically more than 20 pages, must be included in the technical section, but do not indicate that this would be exempt from the 20-page response limitation. Can this piece be included on a supplemental DVD and still be considered responsive to all aspects of the RFP or is another method for inclusion recommended?

A. 20 Only an overview of your implementation plan is necessary in the Technical Section. Please keep the total page count for the full Technical Section at a maximum of 20 pages.

Q.21 Can you please state which firm has received the VCGI website contract?

A. 21 That announcement will be made very soon.