

ADDENDUM TWO, QUESTIONS and ANSWERS

Date: February 1, 2018

To: All Bidders

From: Teresa Fleming/Dianna Gilliland, Buyers
AS Materiel State Purchasing Bureau

RE: Addendum for Request for Proposal Number 5757 Z1
to be opened **February 15, 2018** at 2:00 P.M. Central Time

Questions and Answers

Following are the questions submitted and answers provided for the above mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

<u>Question Number</u>	<u>RFP Section Reference</u>	<u>RFP Page Number</u>	<u>Question</u>	<u>State Response</u>
1.	I O6	4	What is the State Cost Proposal Template?	The State Cost Proposal and State's Cost Sheet are the same. Refer to the SPB website for the Cost Proposal to submit with the 5757 Z1 proposal response. http://das.nebraska.gov/materiel/purchasing/5757/5757.html
2.	VII Paragraph 1 and Section A	34	What is State's Cost Sheet?	See the response to Question 1.
3.	D 2	23	Should the estimated printed and mailing cost of "... conducting those new subscriber promotions..." be included on the fixed price cost sheet?	The Contractor will utilize a postal account funded by NGPC for mailings. NGPC will be responsible for the cost of printed materials.
4.	I3	25	Should the estimated cost of "...mailing direct mail promotions or digital media..." be included on the fixed price cost sheet?	See the response to Question 3.
5.	I. F.	2	What are the requirements for a bidder to be authorized to do business in NE?	Refer to the Nebraska Secretary of State website listed below. http://www.sos.ne.gov/dyindex.html
6.	V. B.	23	How are the 18,000 – 20,000 subscribers broken out? (e.g. paid,	Approximately 1,000 of the subscriptions are sponsored and distributed through the mail with regular subscriptions. Approximately 200 are distributed to staff at the home office.

			agency, controlled, sponsored/free, bulk?) If bulk, how much if any is handled in the home office vs. the fulfillment house?	
7.	V. B.	23	Will the vendor awarded assume responsibility for phone and email customer service? Can you define your peak holiday timeframe?	Yes, refer to the RFP Section V.D.1. The peak holiday timeframe is from the Friday after Thanksgiving until Christmas Day.
8.	V. D.1.	23	Who is your current subscription fulfillment provider? Do you have a circulation/marketing consultant?	There is currently is no fulfillment provider, circulation or marketing consultant. All subscription management is currently being coordinated by NGPC staff.
9.	V. D.1.	23	How many email customer service inquiries are processed annually?	Approximately 100.
10.	V. D.1.	23	How many products are sold annually? Who is the current fulfillment provider for product?	Products currently sold by NGPC staff are over the front counter and on the phone. The old website that used to sell products has been disabled. All means would equate to about 30,000 transactions in one year.
11.	V. D.1.	23	How many product SKUs and individual products do you have? Can you provide samples and/or specs of each?	There are about 240 SKUs in inventory. However, only a portion of items such as books, gift cards and calendars will be sold online. Products can be viewed at http://outdoornebraska.org/giftguide
12.	V. D.1.	23	Do you sell a digital	No.

			edition? Who is your digital provider?	
13.	V. D.2.	23	How many mailed renewal letters are returned and processed annually?	Approximately 8,000 - 10,000 renewal letters are returned and processed annually.
14.	V. D.2.	23	Do you store subscriber demographics? If so, what is stored?	Currently the name, address and email (if available) are stored.
15.	V. D.2.	23	How many blow-in/bind-in cards are received annually?	Currently, the only bind-in cards are those encouraging magazine subscriptions. There is one in each magazine.
16.	V. D.2.	23	How many check payments are deposited annually?	Approximately 50% of transactions are checks (approximately 10,000).
17.	V. D.2.	23	How many direct mail pieces are mailed annually? How many direct mail responses are received annually?	Currently, the only direct mail pieces sent are renewal letters. Approximately, 1,500 to 2,000 are sent monthly. Of those, approximately 75% renew.
18.	V. D.2.	23	How many credit card orders (online or mail) are processed annually?	Approximately 50% of transactions are credit cards (approximately 15,000). This would include all miscellaneous products, not just the magazine. For the magazine alone, that would be approximately 9,000.
19.	V. D.2.	23	How many online orders are processed annually?	Approximately 5,000 but trending up.
20.	V. D.2.	23	Do you receive agent orders?	No.

21.	V. D.2.	23	How many renewal efforts are sent to subscribers? If more than one, how many packages are used?	Each lapsing subscriber receives up to three letters with renewal offers.
22.	V. D.2.	23	How many invoices are mailed annually?	All subscriptions are paid in advance.
23.	V. D.2.	23	Do you offer auto-renew/continuous service?	No.
24.	V. D.2.	23	Do you deploy email renewals?	No but this may be an option in the future. Customer emails are sometimes not available.
25.	V. D.2.	23	Do you offer a Bill Me option?	No but this may be an option in the future.
26.	V. D.2.	23	Is NEBRASKALand audited? If so, by which bureau?	NEBRASKALand Magazine is non-profit and owned by the Commission. The State of Nebraska completes any audits, and a statement of ownership is submitted to the U.S. Post Office.
27.	V. D.3d	23	What types of notes or instructions are referenced?	Some subscribers provide notes such as "start with next issue," "this is a gift," or "send receipt to this address," and a gift message.
28.	V. E. 1a	24	Will the hours of 7am – midnight, Mon – Fri and 9am – 6pm weekend EST, suffice?	Bidder should provide their hours of operation as requested in Section V. S. Bidder Requirements #5. in the proposal response.
29.	V. E. 1d	24	Can you supply an example of this report?	The daily report must match the ACH payments to the State. The report must be sent when payment is transmitted to the State of Nebraska. The report may be in Excel or CSV. The report should be able to provide transaction by transaction (Detail) or group information (Summary). NGPC should be able to run it for one day or a period in time. The Detail report should identify each transaction for that period of time and include Date of Sale, Item Description, Amount, Sales Tax, and Total. The Summary report should group all transactions for a point in time, indicating the Date of Sale,

				<p>Item Description, Amount, Sales Tax, and Total.</p> <table border="1"> <tr> <td>Sales Date from _____ to _____</td> <td></td> </tr> <tr> <td>Item Description</td> <td></td> </tr> <tr> <td>Neland Calendar TE</td> <td>18</td> </tr> <tr> <td>Neland Calendar Tx</td> <td>10.95</td> </tr> <tr> <td>Sales Tax</td> <td>0.6</td> </tr> <tr> <td>NebraskaLand Subscriptions Tax Exempt</td> <td>0</td> </tr> <tr> <td>NebraskaLand Subscriptions Taxed</td> <td>0</td> </tr> <tr> <td>Sales Tax</td> <td>0</td> </tr> </table> <p>Would you accept a weekly report?</p> <p>No, a weekly report will not be accepted as deposits must be processed daily.</p>	Sales Date from _____ to _____		Item Description		Neland Calendar TE	18	Neland Calendar Tx	10.95	Sales Tax	0.6	NebraskaLand Subscriptions Tax Exempt	0	NebraskaLand Subscriptions Taxed	0	Sales Tax	0
Sales Date from _____ to _____																				
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NebraskaLand Subscriptions Taxed	0																			
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30.	V. E. 4a	24	Please define projection needs or provide an example of what is provided today.	Cost fluctuations would include anything that would affect the contract (for example an increase or decrease in postal rates). If there are no cost fluctuations, a report is not needed.																
31.	V. F. 1.	24	Can you please provide the technical requirements and a file layout for ACH? What do you do with items ineligible for ACH?	The Contractor will be provided the States' ACH instructions once the contract is executed. ACH transmittal will be initiated by the Contractor.																
32.	V. F. 1.	24	<p>Please define the data elements in the files going to and coming back from JDE?</p> <p>Please define the business need for this process?</p>	<p>JD Edwards EnterpriseOne 9.1 is the current State's Financial system however it may change to Oracle Cloud Fusion in 2019. Summary of payments must be recorded into this system.</p> <p>See response to Question 29.</p>																

33.	V. F. 3.	24	Who is your current credit card merchant?	NGPC merchant is Elavon with US Bank (State Contract 66533-O4); which can be found on the State's website: http://das.nebraska.gov/materiel/purchasing/contracts/pdfs/66533(o4)awd.pdf
34.	V. G. 1.	24	Is "Direct Access Capability" referring to the "view" options as opposed to "change" options by State staff?	View only
35.	V. I. 3.	25	What are your budgeted direct mail plans and volumes for 2018?	NGPC has a promotional budget for the magazine, but nothing specifically designated for direct mail. The total promotion budget is approximately \$6,000.
36.	V. K. 2.	25	Your printer (bindery) will not be preparing the 3541 forms?	The Contractor will complete any postal forms for renewal letters. The printer Contractor completes this form for the mailing of the magazine.
37.	V. K. 3.	25	Would you consider either of these options? 1. A postal account funded by NGPC managed by the fulfillment vendor and replenished as needed to cover USPS postage? OR 2. Out-going mail postage fronted by the fulfillment vendor and billed back to NEBRASKAland on the monthly fulfillment invoice.	See the response to Question 3.

38.	V. O.	26	<p>Would you accept weekly reports in lieu of daily?</p> <p>Is there a business need for daily?</p>	<p>No.</p> <p>Deposits must be processed daily.</p>
39.	V. O.	26	<p>We have a process to issue refunds that would use the state's refund account and process refunds bi-monthly using our generic check stock. Back-up documentation would be supplied to NEBRASKAland. Would you consider this process?</p>	<p>The refund process will be established between NGPC and Contractor after contract execution.</p>
40.	V. P. 3	27	<p>Is fiber data transfer speeds for off-site replication of data an absolute requirement?</p> <p>Can alternative solutions be discussed?</p>	<p>Section V. P. 3 has been amended to the following:</p> <p>3. Data Storage, Replication, and Backup Data storage, replication, and backup services must be located in the United States and must use leading technologies. Contractor should provide a high-speed Storage Area Network (SAN) fabric that allows for fiber data transfer speeds for offsite replication of any data. Contractor is responsible for having a data recovery plan emphasizing data and system recovery timeline.</p> <p>The Contractor must provide a secure file transfer process as the means to upload and download data.</p> <p>Bidder should describe, in detail, any proposed alternative solutions as part of the proposal response.</p>
41.	V. R. 4	28	<p>Can you provide pdf samples of current mailing materials?</p>	<p>See Attachment A.</p>

42.	V. R. 4	28	On two color forms can all variable text be in black?	Yes.
43.	V. S. 10. 2f	29	Administrative users with the contractor or with NEBRASKAland?	Either/both.
44.	VII.	34	Will the entire cost sheet be posted on the public website or just the Total Cost of bid?	See the response to Question 1.

This addendum will become part of the proposal and should be acknowledged with the Request for Proposal.