

MEMO TO: ALL BIDDERS

FROM: Eastern Shore of Virginia Broadband Authority
Robert Bridgham, Director of Network Engineering

DATE: October 21, 2015

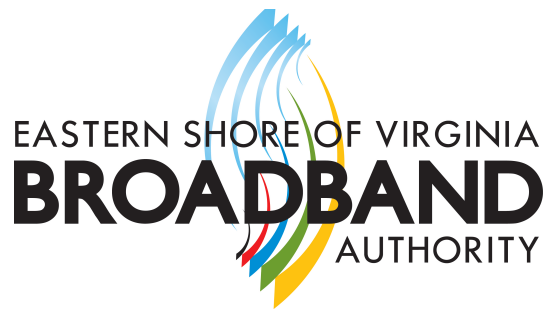
SUBJECT: ADDENDUM #3
IFB #2015B-004

This listing of addendum items is distributed to all bidding contractors and is to be included as part of the Website Redesign bid documents. Please certify on your Bid Form that you have received Addendum #1, #2, and #3

DOCUMENT	AMENDMENT
Website Redesign RFP Addendum # 2.pdf	<ul style="list-style-type: none">• Page 1 of 6, the deadline for the submission of the sealed proposals is being changed to 2:00 PM EST, October 30, 2015.• Page 2 of 6, the Bid Submission Deadline should read October 30, 2015, 2:00PM EST• Page 5 of 6, the answer to question #36 should read: Answer: We will continue to accept questions until Wednesday, October 21, 2015 at 5:00pm EST• Page 5 of 5, under section "F. Timeline" should read: The Schedule should accommodate a January 29, 2016, launch date (including content conversion, training, and testing) of the redesigned site, beginning with the initial onsite consultation on or after November 11, 2015.

Response to Queries

1. Question: Will this procurement be effected in accordance with Virginia's Agency and Procurement and Surplus Property Manual (APSPM, through PIM #98-033, of July 6, 2015)? If not, please identify the procurement regulations that apply?



Answer: No. The APSPM applies to state agencies. The Eastern Shore of Virginia Broadband Authority is not an arm of state government. Rather, it is a local public body and thus is not subject to the APSPM regulations and policies. This procurement is being conducted in accordance with the Virginia Public Procurement Act, Virginia Code Section 2.2-4300 et seq., particularly Va. Code Section 2.2-4302.2.A.3.

2. Question: APSPM details different procurement procedures that will be followed depending on whether the buying activity expects the total value of the procurement action will be greater or less than \$100,000. Can you please advise if you expect this award to exceed \$100,000?

Answer: Not applicable. See Item 1 above. This project is not expected to approach the price threshold noted in this question.

3. Question: Please advise the regulatory section of the APSPM that will apply to this procurement action. For example, is this action being effected under Section Five (Small Purchases), Section Six (Competitive Sealed Bidding); Section Seven (Competitive Negotiation); or some other section? The reason for my confusion is that the solicitation documentation seems to be applying some elements from each of these sections

Answer: Not applicable. See Item 1 above. This project is not expected to approach the price threshold noted in this question.

4. Question: Regardless of the authority under which the procurement action is effected, it appears that, for every procurement of this type, APSPM requires offerors to be provided:
- Special terms and conditions;
 - Evaluation factors and weights;
 - The method of payment; and
 - Your planned pricing schedule

Answer: Not applicable. See Item 1 above. This project is not expected to approach the price threshold noted in this question.

5. Question: Your solicitation includes numerous factors, many which are described in subjective and qualitative terms including, but not limited to, the following:
- “User-friendly”;
 - “Create a high quality, updated and appealing interactive design”;
 - “Improve the user experience/better meet the needs of web visitors”;
 - Be “Highly creative”;
 - Include “state of the art features”; and
 - “Work shall be done with security in mind and any site enhancements must be done without creating any security risks to our web presence such as bad database passwords, world-writable directories, etc.”

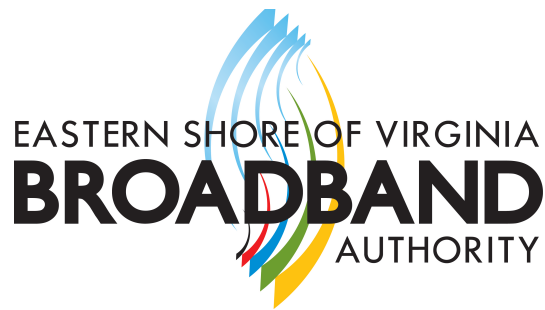
I would like to ensure my company provides ESVBA with a best value proposal that satisfies all ESVBA requirements at a competitive price. As you know, there is a direct correlation between quality and price. However, the solicitation provides no information that defines how you intend to evaluate what constitutes “high quality,” “appealing,” “creative,” or similar terms; or what standards you intend to apply for evaluating



security; or how you will determine when a proposal better meets the needs of web visitors. I can attempt to exhaustively include every and all of the features required to address each of these subjective factors, but doing so would be quite expensive. Absent having more specific information regarding how you define these terms will result in my technical proposal probably including much more than is really required to satisfy your needs. In doing so, my price will increase accordingly. Given that all offerors are facing this same dilemma, the net result of all offerors doing this is that ESVBA could ultimately pay much more for your redesign than is really required to satisfy your requirements.

Answer: The procedure for competitive negotiation under the Public Procurement Act permits public bodies to consider qualitative terms in determining which proposal provides the best value. See Va. Code Section 2.2-4302.2.A.3. Proposers are free to describe the factors that they feel makes their proposal the best value, stating such criteria that the proposers feel the Authority should consider, and why the proposer should be awarded the contract

6. Question: At present, it is not clear what information you want offerors to submit that will be evaluated. Section IV(B)(d) on page 8 merely identifies how you want information organized. Please detail what documentation you are requesting offerors to provide; what parts of that documentation will be evaluated; and how each section (technical, references, experience, price, et cetera) will be evaluated. Specifically:
- a. Are there any limits to the number of proposals that an offeror may submit?
 - b. What technical information regarding website design do you require that will allow you to evaluate proposals?
 - c. Do you want offerors to provide outlined examples of pages for "Service Types," "Products," "Diagrams," and "Current Network Status"?
 - d. With regard to Item III(k), your requirement for training:
 - i. Is ESVBA requiring submission of a training plan for this requirement? If so, how will that training plan be evaluated?
 - ii. Will ESVBA be requiring the contractor to provide course materials to ESVBA as a deliverable under this effort?
 - iii. Pricing this training effort requires an estimate of time required to perform this training. The time required to successfully train staff members will be dependent upon staff members' familiarity with website management. Please either provide your estimate of the number of hours you think will be required to train staff members, and/or provide information regarding current IT and web expertise of staff members who will be trained.
 - e. Item III(n) is a requirement that the successful offeror provide "Unlimited changes and flexibility during the design phase." Your solicitation provides no description of how you intend to determine that the contractor has completed the design phase. In a firm fixed priced contract, it is unrealistic for any offeror to guarantee and provide unlimited changes and unlimited flexibility, over an indefinite period of time, to perform an undefined task. Likewise, having such an undefined element in the contracted effort makes it impossible to propose a schedule to perform this work. Please either provide objective inspection criteria you intend to apply for accepting this effort; or define this task in a way that it can be priced. An acceptable alternative would be to change either this contract, or this specific task, to a level of effort, time and materials task.



- f. With regard to “References,” item IV(B)(h), you request “...reference information for any higher education website redesign project(s).” Are you asking offerors to provide examples where they have performed website redesign for educational institutions? If so, can you please explain the relationship between educational institution website design and the work set forth in this effort?
- g. With regard to item IV(B)(i), the “Proposed Price,” in which you request itemized cost proposals:
 - i. Do you intend to perform any price reasonableness evaluations, or cost and price analysis, on proposals? Or will evaluation strictly be based on each bottom line price proposed?
 - ii. If this is a “bottom line” comparative evaluation that will follow the APSPM model, can you please advise the purpose in providing detailed price proposals?
 - iii. Comparative price reasonableness evaluations will be difficult, if not impossible, if all proposals are structured differently and include different cost and price elements in different ways. If you intend to perform cost and price analysis, can you please specifically describe how you want proposals structured and submitted?
 - iv. You state that: “Proposed cost must encompass all...maintenance necessary for the redesign and/or development of ESVBA public access web site.” Can you please identify the maintenance requirements associated with this contract effort?
- h. Are there any page restrictions with regard to how many pages may be included with each evaluation requirement section (i.e., technical, pricing, references, et cetera)?

Answer: (a) See Section III, Statement of Needs, and Section IV.

(b-d) Those submitting proposals are free to provide such technical and other information that they feel will demonstrate the positive merits of their service. Similarly, proposers are encouraged to explain the training that they anticipate would be appropriate for their proposed solution, and rates or costs associated therewith.

e. Proposers are free to submit the pricing model they feel is most appropriate for the services procured.

f. To clarify, we are looking for provide examples of website redesigns that the developer has done in the past, an example would be a website redesign to educational institutions.

g. See Va. Code Section 2.2-4302.2.A.3

h. There are no page restrictions.

7. Question: The following questions pertain to Section VII, the Pricing Schedule:

- a. This section states: “If Offeror is proposing more than one solution type, it may also submit a bundled cost in addition to the separate individual solution costs.”
 - i. Is it correct that you are affording offerors an opportunity to submit more than one “solution type,” or proposal, for this effort? If this is not correct, please explain what is meant by “more than one solution type.”
 - ii. Please define a “bundled cost.”
 - iii. If multiple proposals will be acceptable, please explain how multiple proposals should be submitted by the same offeror, and how they will be evaluated. Will each proposal be accepted as a different proposal?
- b. Your solicitation states each offeror should submit a plan that will accommodate immediate start up at the time of award, with delivery of a compliant website to ESVBA approximately 75 days after award. You are also saying that: “The contractor shall furnish all labor, materials, resources, etc. to



redesign and/or provide web site development to the ESVBA.” Are we to assume that the first payment will also be the final payment; and that final payment cannot be expected until 30 days beyond contract completion and final acceptance? At a minimum, this will be four months after award. Four months is a long time for a small business to carry all costs associated with this effort. If this is the case, my company will need to obtain financing and factor that cost into our proposal. Or does ESVBA intend to authorize progress payments during the performance period? If progress payments will be authorized, please advise when these payments will be made, and how the amount of each payment will be computed.

Answer: a. See response to 6(a) above.

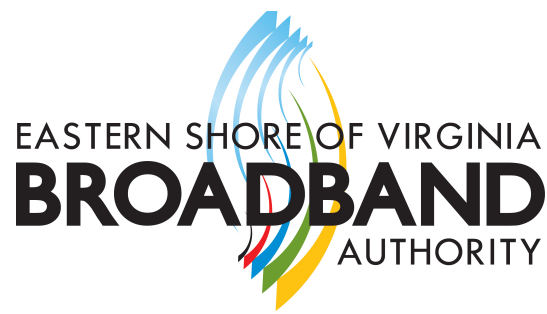
b. The Authority will consider payment terms contained in each proposal.

8. Question: Has the deadline been changed or extended from October 23rd?

Answer: Yes. Due to the timing of the questions and answers being provided we are extending the following dates:

- The deadline for submission of your Bid Submission is being changed from Friday, October 23, 2015 at 2pm EST to Friday, October 30, 2015 at 2:00pm EST.
- The timeline for delivery is now January 29, 2016.
- The timeline for the initial onsite consultation is now on or about November 11, 2015

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ADDENDUM #3
IFB NO. 2015B-004
October 21, 2015

ALL OTHER SPECIFICATION, TERMS & CONDITIONS, AND BID DUE DATE REMAIN AS ISSUED IN THE ORIGINAL BID.

NOTE: Signature on this addendum does not constitute your signature on the Bid Form, Attachment A.

Sincerely,

Robert Bridgham, Director of Network Engineering

Bidder Acknowledgement of Addendum #3

Name of Firm

Signature/Title

Date