



Department of Buildings and General Services
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Agency of Administration

SEALED BID REQUEST FOR INFORMATION

Loyalty and Second Chance Program

ISSUE DATE	July 27, 2022
QUESTIONS DUE	August 11, 2022 4:30 PM
RFI RESPONSES DUE BY	August 18, 2022 – 4:30 PM (EST)

PLEASE BE ADVISED THAT ALL NOTIFICATIONS, RELEASES, AND ADDENDUMS ASSOCIATED WITH THIS RFI WILL BE POSTED AT:

<http://www.bgs.state.vt.us/pca/bids/bids.php>

THE STATE WILL MAKE NO ATTEMPT TO CONTACT INTERESTED PARTIES WITH UPDATED INFORMATION. IT IS THE RESPONSIBILITY OF EACH BIDDER TO PERIODICALLY CHECK THE ABOVE WEBPAGE FOR ANY AND ALL NOTIFICATIONS, RELEASES AND ADDENDUMS ASSOCIATED WITH THIS RFI.

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1 PURPOSE

This Request for Information (RFI) is issued for the Agency of Digital Services on behalf of the Department of Liquor and Lottery (DLL) to gather input and obtain information and cost estimates in proceeding with proposals to create and maintain a customer loyalty and Second Chance Program for the Vermont Lottery.

The DLL intends to evaluate the submissions by respondents to explore how they would meet their needs and understand the cost associated with proposed solutions. The DLL shall not be held liable for any costs incurred by the vendors in the preparation of their submission, or for any work performed prior to contract issuance.

1.1 LIABILITY

THIS IS A REQUEST FOR INFORMATION (RFI) ONLY. This RFI is issued solely for information and planning purposes – it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit the State to contract for any materials or service whatsoever. Further, the State is not at this time seeking proposals and will not accept unsolicited proposals. Respondents are advised that the State will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party's expense. Not responding to this RFI does not preclude participation in any future RFP, if any is issued. If an RFP is released, it will be posted on the BGS bid opportunities web site: <http://www.bgs.state.vt.us/pca/bids/bids.php>. It is the responsibility of the potential offerors to monitor this site for additional information.

1.2 CONFIDENTIALITY

The DLL retains the right to promote transparency and to place this RFI into the public domain, and to make a copy of the RFI available as a provision of the Vermont access to public records laws. Please do not include any information in your RFI response that is confidential or proprietary, as the DLL assumes no responsibility for excluding information in response to records requests. Any request for information made by a third party will be examined in light of the exemptions provided in the Vermont access to public records laws.

The solicitation of this RFI does not commit the DLL or the State of Vermont to award a contract. This RFI is for information gathering purposes only and no vendor will be selected, pre-qualified, or exempted based upon their RFI participation.

2 BACKGROUND INFORMATION

The DLL has a current contract for a 2nd Chance website that provides Lottery Gaming users the opportunity to participate in drawings by entering information from non-winning scratch off tickets into the 2nd Chance website. The contract also includes a mobile application that provides Lottery Gaming users the opportunity to scan instant scratch off tickets, draw game tickets and Fast Play tickets to determine their winning status and scan instant scratch off tickets to enter into the 2nd Chance drawings. Users have a personal account to monitor and manage their 2nd Chance entries.

3 RFI DESCRIPTION

The State is seeking information on your second chance and loyalty programs.

The RFI has these key objectives:

- Provide prospective respondents with information regarding the business need, and,
- Solicit respondent information to assist the State in determining if identified requirements can be met in a cost effective manner.
- Solicit respondent information to assist the State in determining if identified requirements can be met by available software/hardware COTS (Commercial off the Shelf) alternatives.

- Demonstrate a Proof of Concept for a second chance/loyalty program.

The State is seeking feedback on the information in this RFI and will consider any information, including partial responses, received in response to this RFI. If the State moves forward in the development of an RFP, the RFP process will be open to all respondents regardless of their decision to participate in this RFI.

The State envisions that the solution will provide the following:

The Contractor's second chance/loyalty program and website will include much of the functionality (website, mobile app, reports, training, etc.) currently in use by the State. However, the intent of this RFI is to explore additional or alternative options the vendor has available to provide the best possible loyalty and second chance program to customers.

4 CURRENT STATE

The current application

- Responsive design that supports all mobile and desktop channels
- System setup, testing, and deployment
- Program content and creative services
- Platform hosting, maintenance, and upgrades
- Technical support and monitoring for both VL and players
- Migration of existing membership system
- Draw management and fulfillment including support for multiple different draw types
- The Contractor will conduct drawings using a Random Number Generator (RNG). The RNG will be certified by a third party with documentation provided to Lottery Security.
- Additionally, all drawings conducted will be available for live-video viewing by Lottery Security through digital sharing software.
- Dynamic content management system (CMS) and Administrative Dashboard which will allow VL to manage/update:
 - Instant tickets
 - Drawings
 - Advertising and promotional content
 - Web design alterations
 - Content pages
 - User management system
 - Player history
 - Feedback system to record player feedback to enable the Lottery to respond to players directly or escalate to different groups, as needed
 - Custom graphical reporting, analytics services, and CSV export capabilities
- Up to 10 hours of remote training per year will be available to VL. The Lottery employees will be trained by Contractor’s team to manage the platform. The training will include all areas of the website listed above like user management system, feedback system, content management, interpreting reports, etc. All training sessions will be conducted online with the help of screen share software (when needed) or webinars.
- Application programming interface (API) for any third-party vendors to support single sign- on (SSO) and ticket validation
- Weekly, bi-weekly and monthly email marketing and promotion services including integration with gaming vendor for daily winning numbers, analytics, ongoing maintenance and administration

5 STATEMENT OF WORK

5.1 ANTICIPATED REQUIREMENTS

The purpose of this RFI is to determine if there are solutions capable of meeting the State’s anticipated requirements and to determine what other options might be available that are consistent with the overall vision for the DLL and the State.

The State's discovery efforts to date have resulted in a desire to obtain access to solutions with the following attributes:

5.1.1 Business Requirements

- Program content and creative services
- Up to 2.0 million emails per month
- Weekly, bi-weekly and monthly email marketing and promotion services including integration with gaming vendor
- Lottery employee training

5.1.2 Functional Requirements

- Mobile app with barcode scanner
- Push notifications, and retail finder capabilities
- Points reward system including:
 - Instant ticket entry
 - Draw based ticket entry
 - Games for fun
 - Survey completion
 - Xpress games
 - Promotional videos
- Email marketing support and business intelligence analytics
- Social Media Integration
- Redeem activities including coupons and games for points
- Additional features:
 - Ticket checker
 - Draw based games information
 - Jackpot information
 - Advanced reporting
 - Business intelligence

5.1.3 On-Going Maintenance /Service Level Requirements

- Describe the levels of support offered

5.1.4 Technical Requirements

- Platform hosting, maintenance, and upgrades
- Technical support and monitoring for both VL and players
- Draw management and fulfillment including support for multiple different draw types. Up to 6 draws per month, not including test draws.
- Second chance drawings using a Random Number Generator (RNG) certified by a third party
- All drawings conducted will be available for live-video viewing by Lottery Security through digital sharing software
- Application programming interface (API) for any third-party vendors to support single sign-on (SSO) and ticket validation

5.1.5 Documentation Requirements

- User manuals
- Online help for users
- Online FAQs

6 REQUESTED INFORMATION

Each submission prepared in response to this RFI must include the elements listed below, in the order indicated. The vendor, when presenting the response, must use the following outline:

- Cover Page
- Vendor Information
- Cost Estimates
- Business and Technical Requirements

6.1 COVER PAGE

The first page of the vendor's RFI Response must be a cover page displaying at least the following:

- Response of RFI Title
- Vendor's Name
- Contact Person
- Telephone Number
- Address
- Fax Number
- Email Address

All subsequent pages of the RFI Response must be numbered.

6.2 VENDOR QUESTIONNAIRE

Please provide your answers to the stated questions related to the project. Additional information may supplement your answers and must be attached to the RFI response.

6.3 CONTACT INFORMATION

SINGLE POINT OF CONTACT: All communications concerning this RFI are to be addressed in writing to the State Contact listed on the front page of this RFI. Actual or attempted contact with any other individual from the State concerning this RFI is strictly prohibited and may result in disqualification.

6.4 EXPLANATION OF EVENTS

1. Issuance of RFI

This RFI is being issued by the Office of Purchasing & Contracting, Department of Buildings and General Services Department. Additional copies of the RFI can be obtained from the State Purchasing Division web site <http://bgs.vermont.gov/purchasing> or directly from the State Purchasing Agent.

2. Question and Answer Period

Any vendor requiring clarification of any section of this RFI or wishing to comment on any requirement of the RFI must submit specific questions in writing no later than the deadline for question indicated on the first page of this RFI. Questions may be e-mailed to the point of contact on the front page of this RFI. Questions or comments not raised in writing on or before the last day of the question period are thereafter waived. At the close of the question period a copy of all questions or comments and the State's responses will be posted on the State's web site <http://www.bgs.state.vt.us/pca/bids/bids.php> . Every effort will be made to post this information as soon as possible after the question period ends, contingent on the number and complexity of the questions.

3. Changes to this RFI

Any modifications to this RFI will be made in writing by the State through the issuance of an Addendum to this RFI and posted online at <http://www.bgs.state.vt.us/pca/bids/bids.php> . Verbal instructions or written instructions from any other source are not to be considered.

4. Submission of Responses

- a. **CLOSING DATE:** Responses must be received by the State by the due date specified on the front page of this RFI. Late responses will not be considered.
 - i. The State may, for cause, issue an addendum to change the date and/or time when responses are due. If a change is made, the State will inform all bidders by posting at the webpage indicated on the front page of this RFI.
 - ii. There will not be a public bid opening. However, the State will record the name, city and state for any and all responses received by the due date.
- b. **STATE SECURITY PROCEDURES: Please be advised extra time will be needed when visiting and/or delivering information to State of Vermont offices. All individuals visiting State offices must present a valid government issued photo ID when entering the facility.**
 - i. During the pendency of the State emergency relating to Covid-19, State office buildings may be locked or otherwise closed to the public. If this RFI permits hand delivery of bids, delivery instructions will be posted at the entrance to the State facility. **Any delay caused by State Security Procedures will be at the respondent's own risk.**
- c. **BID DELIVERY INSTRUCTIONS:**
 - i. ELECTRONIC: Electronic responses will be accepted.
 - ii. E-MAIL BIDS. Emailed responses will be accepted. Responses will be accepted via email submission to SOV.ThePathForward@vermont.gov Responses must consist of a single email with a single, digitally searchable PDF attachment containing all components of the response. Multiple emails and/or multiple attachments will not be accepted. There is an attachment size limit of 40 MB. It is the Respondent's responsibility to compress the PDF file containing its bid if necessary in order to meet this size limitation.
 - iii. FAX BIDS: Faxed responses will not be accepted.
- d. **U.S. MAIL OR EXPRESS DELIVERY OR HAND DELIVERY:**
 - i. All paper format responses must be addressed to the State of Vermont, Office of Purchasing & Contracting, **133 State Street – Fifth Floor, Montpelier, VT 05633-8000**. ENVELOPES MUST BE CLEARLY MARKED 'SEALED BID' AND SHOW THE REQUISITION NUMBER AND/OR PROPOSAL TITLE, OPENING DATE AND NAME OF BIDDER.
- e. **NUMBER OF COPIES:**
 - i. For responses submitted via mail, express, or in-hand, submit an unbound original (clearly marked as such) and three (3) paper copies and one digital copy in PDF, CD-ROM, or USB flash drive copy.
- f. **Paper Format Delivery Methods:**
 - i. U.S. MAIL: Respondents are cautioned that it is their responsibility to originate the mailing of responses in sufficient time to ensure responses are received and time stamped by the Office of Purchasing & Contracting prior to the time of the bid opening.
 - ii. EXPRESS DELIVERY: If responses are being sent via an express delivery service, be certain that the RFI designation is clearly shown on the outside of the delivery envelope or box. Express delivery packages will not be considered received by the State until the express delivery package has been received and time stamped by the Office of Purchasing & Contracting. **Due to security procedures express deliveries must be received by 10:30 AM in order to be received by the Office of Purchasing & Contracting that same day.**

- iii. **HAND DELIVERY:** Hand carried responses shall be delivered to a representative of the Office of Purchasing & Contracting prior to the bid opening. A Security Officer is at 109 until **4:30pm** which is the normal hours. If a door is locked and the Security Officer is not there, please ask them to call the 24/7 duty phone, (802) 828-0777, and someone will address the issue.

5. Review and Evaluation of Responses

The review and evaluation of responses to the RFI will be performed by DLL and their designees. The evaluation process will take place the week following the response due date. During this time, the RFI Manager or other DLL representatives may, at their option, initiate discussion with respondents for the purpose of clarifying aspects of their responses.

6. Vendor Demonstration of Their Product

Vendors chosen from the review process may be called on to demonstrate their products and/or service offering. These select vendors will make arrangements with DLL to demonstrate their products and/or service offering. The DLL shall not be liable for any costs incurred by the vendor in preparation of its demonstration. All costs occurred are the vendor’s sole responsibility. All demonstrations are for planning purposes only and do not constitute a legal bid.

7. Vendor Product Test Trial

Certain Vendor products and/or service offering may be selected after review process to be trialed by DLL, if this is an option allowable by the vendor. The test trial can last up to 90 days. Up to 2 vendors products selected will be involved with the test trial. The DLL staff will provide feedback to the RFI Manager. **The selection of vendor products for a test trial does not commit the DLL or the State of Vermont to award a contract. This test trial is for information gathering purposes only and no vendor will be selected, pre-qualified, or exempted based upon their RFI / test trial participation. All costs occurred are the vendor’s sole responsibility. All product test trials are for planning purposes only and do not constitute a legal bid.**

7 VENDOR QUESTIONNAIRE

We are asking for a total cost estimate (low and high estimates) comprised of software, hardware, and necessary implementation services. We understand that the cost figures provided are for planning purposes only and will not be binding in any way.

8 APPENDIX A: COST ESTIMATE WORKSHEET

8.1: COST ESTIMATE TABLE

Item	General Requirements Description	Cost
1	Delivery of Solution as described	
2	Ongoing support and maintenance	
3	Additions or options outside what has been described	
4	XXX	
5	XXX	

8.2 ADDITIONAL MATERIALS

Please provide any other materials, suggestions, cost, and discussion you deem appropriate.