ADDENDUM # 2
RFP # 16-0121
Email Distribution Services
IPB Reference # 22039372
Proposal Due Date: March 31, 2017 at 10:30 a.m. CDT

Please be advised of the following changes to the above-mentioned solicitation:

I. Questions and Answers:
The following are questions received from Vendors and answers from the Illinois Tollway pursuant to the question and answer portion of the above-mentioned solicitation. The Illinois Tollway has provided its answers accordingly.

1. Question: Who is the incumbent vendor?
   
   Answer: The incumbent vendor is Harland Clarke Digital/SubscriberMail.

2. Question: What is the budget for this project?
   
   Answer: The Illinois Tollway has sufficient funding for this project. Even though we are a State of Illinois agency, the Tollway does not receive an annual appropriation from the State Assembly. Instead, we are funded by the tolls we collect and operate on a budget which is approved by the Tollway Board of Directors each year.

3. Question: Where will the five million email addresses come from, an internal database or purchase?
   
   Answer: The five million email addresses will come from an internal database and will be provided by the Illinois Tollway.

4. Question: On average, how many total emails is the Illinois Tollway sending monthly?
   

5. Question: If a Company’s operations and services are based outside of the United States. Will this disqualify us from being considered as a potential vendor due to D.7.1 in the solicitation?
**Answer:** No, section D.7.1 talks about the disclosure of location of services. The Offeror should disclose all of the locations where the services required shall be performed and the percentage of contract of services performed at each location in D.7.3 and D.7.4.

6. **Question:** On page 22 of the RFP, under Technical Specifications, it states that “the process must support common industry data exchange methods including text flat files, xml and/or web services via a secured connection such as SSH, File Transfer Protocol (SFTP).” Under what context and data is XML required for by the Illinois Tollway? Is this an essential requirement of the RFP?

**Answer:** The file format XML is not an absolute requirement. The specification is written that Offerors should provide common formats that they can support including newer methods like XML and web services.

7. **Question:** Is it a requirement of the RFP that the offeror’s location and service be provided from the United States only?

**Answer:** Please see response to question #5. Section D.7.1 of the RFP solicitation talks about the disclosure of location of services. The Offeror should disclose all of the locations where the services required shall be performed and the percentage of contract of services performed at each location in D.7.3 and D.7.4.

8. **Question:** Will the Illinois Tollway create the content for the emails?

**Answer:** Yes, the Illinois Tollway will create the required content for the emails.

9. **Question:** What was the current contract value?

**Answer:** The current contract value could be found on the Illinois Procurement Bulletin under Notice IPB # 22023639.

10. **Question:** Are there any plans to add a cross-channel strategy in the future (such as push notifications/text messages)? Is this important that the vendor has this capability as well?

**Answer:** A cross-channel strategy is not part of the RFP requirements. It would be a plus for our incoming vendor to offer it, but is not necessary.

11. **Question:** How does the Illinois Tollway segment your audience?

**Answer:** The Illinois Tollway segments our audience based on the target audience for each message. The Illinois Tollway may utilize the email distribution vendor to help segment based on an action that may or may not have been taken as the result of an email.
12. **Question**: What type of integration is the Illinois Tollway looking for with YouTube, Twitter and Facebook?

**Answer**: At a minimum, the Illinois Tollway will feature links in our emails to follow/join the Illinois Tollway on social media.

13. **Question**: Is the Illinois Tollway expecting a product demonstration at some point?

**Answer**: The RFP solicitation does not call for a product demonstration.

14. **Question**: As a private company, we do not submit financials. Is this an absolute requirement?

**Answer**: This is a requirement of the RFP to ensure that the awarded company is financially sound.

15. **Question**: Does the Illinois Tollway have any indication on how many proposals they will receive?

**Answer**: This solicitation is advertised on a couple of websites which are accessible to the public. Therefore, the Illinois Tollway does not have any idea of how many proposals will come through.

16. **Question**: What criterion is going to be the most important in your selection criteria?

**Answer**: The criteria can be found in section B.4 entitled Responsiveness Elements. The Experience elements contain most of the points in the Technical Evaluation.

17. **Question**: What happens if the Tollway does not have an agreement and vendor in place by the proposed start date in June?

**Answer**: These services are utilized frequently on a monthly basis. The Illinois Tollway will work with the new vendor to get them on board and working by end of June. The start date in the RFP is an anticipated start date.

18. **Question**: When does the Tollway anticipate the new vendor to be starting?

**Answer**: As of right now, the Illinois Tollway anticipates to have a vendor set up and tested by the end of June 2017.

19. **Question**: Are there any special circumstances or ‘hot buttons’ to be aware of?

**Answer**: There are no special circumstances or ‘hot buttons’ to be aware of.
20. **Question**: What kind of relationship is the Tollway looking for with the awarded vendor?

   **Answer**: The Illinois Tollway is looking for a contractual relationship that will result in reliable service.

21. **Question**: Are there any documents potential Offerors should review or people we should speak to prior to responding to this RFP?

   **Answer**: The Illinois Procurement Code (30 ILCS 500/50-10.5) does not allow for Illinois Tollway employees to speak with potential bidders or Offerors prior to submitting a proposal or bid, except the contact person as indicated in section A.3 of the RFP. The documents to review are those that were published for this RFP solicitation.

22. **Question**: Who is responsible for managing the competition process? Who else is involved in making the decision?

   **Answer**: The Procurement department of the Illinois Tollway manages this competitive process. Any vendor contact should be sent to the contact that was noted in section A.3. of the solicitation. There will be several individuals at the Illinois Tollway who will evaluate the proposals received by the due date. They will evaluate proposals based on the responsiveness elements given in section B.4.2 of the RFP solicitation.

23. **Question**: Which component in the Responsive Elements evaluation includes Offeror’s capability to deliver the Supplies and/or Services required as outlined in Section D.2?

   **Answer**: Responsiveness elements titled Experience relate to the services required as outlined in section D.2 of the RFP. The Offeror should provide a response to each element with specifics.

24. **Question**: The outline section states that Offerors must fill out either Form A or Form B depending on whether or not they have an Illinois Procurement Gateway (IPG) number. Is there a way to confirm our company’s IPG status, other than calling the Registration Inquiries number?

   **Answer**: Please go to the Illinois Procurement Gateway (IPG) website, click the section “IPG Registered Vendor Directory”, and do a search with your company’s name. If your company is not listed in this Directory as a registered vendor at the time of proposal due date, then you must submit Forms A with your proposal. Consequently, if you are listed and are actively registered, then you will submit Forms B.

25. **Question**: The solicitation states that Offerors are to enter information into the provided text fields. However, the “click here to enter text” fields are not interactive in the PDF document. Can the Tollway release a Word version?
Answer: All Tollway solicitations are only published in PDF format. Please respond to solicitation by typing or handwriting in the information.

26. **Question**: Section A.2 lists four procurement websites that the vendor must follow for updates on this RFP solicitation. Which website does the Illinois Tollway recommend to follow for updates on this RFP?

**Answer**: The Illinois Tollway recommends that you monitor the Illinois Procurement Bulletin website ([http://www.purchase.state.il.us/ipb/IllinoisBID.nsf/frmBidViewFrameset?ReadForm&view=viewSolicitationsOpenByDate?OpenView&Start=1&Count=250](http://www.purchase.state.il.us/ipb/IllinoisBID.nsf/frmBidViewFrameset?ReadForm&view=viewSolicitationsOpenByDate?OpenView&Start=1&Count=250)) with specifically the IPB number 22039372. Please note that you will have to register on this website in order to download any addendums, notices or future solicitations.

27. **Question**: Is the Illinois Tollway intending to extend the due date of the bid opening at this time?

**Answer**: Please see Addendum #1 for more information.

28. **Question**: Please clarify the bullet point k, in Section D.2 “the email vendor shall provide the Illinois Tollway with an example of how a customer would manually sign up for email messaging”.

**Answer**: Please include screen shots or a link that the Illinois Tollway can view that demonstrates a customer signing up for an email.

29. **Question**: Please clarify the bullet point m, in Section D.2, “vendor shall provide the Illinois Tollway with the ability to customize the backend of the subscribe/unsubscribe option to ensure continuity between the message sent and the Tollway”.

**Answer**: The awarded Vendor should be prepared to customize the look/feel of the unsubscribe page as requested by the Illinois Tollway.

30. **Question**: Does the Illinois Tollway currently license an email service provider (ESP)? If yes, with whom?

**Answer**: The incumbent vendor is Harland Clarke Digital/SubscriberMail.

31. **Question**: Are you looking to replace your ESP?

**Answer**: Yes, as per the specifications of the RFP.

32. **Question**: Is the Illinois Tollway looking for platform recommendations in this RFP?

**Answer**: Yes, as per the specifications of the RFP.
33. **Question**: Does the Illinois Tollway want an email platform as part of the cost estimate for the pricing section?

   **Answer**: Yes, as the specifications of the RFP.

34. **Question**: Is the Illinois Tollway looking for emergency support for email software or for service support?

   **Answer**: Yes, per the specifications of the RFP, but no in reference to corporate emails.

35. **Question**: Please clarify the requirements for list scrubbing.

   **Answer**: List scrubbing would include removing duplicate entries, misspellings, etc.

36. **Question**: How many automated email messages does the Illinois Tollway deploy each week? What types of automated email messages?

   **Answer**: This service will not be utilized for automated I-PASS email messages. However, automated email messages may be deployed as a response to an action a list member took, i.e. clicked on a link, did not open, opened but did not click.

37. **Question**: How many ad-hoc messages does the Illinois Tollway deploy each week? What types of ad-hoc messages?

   **Answer**: The Illinois Tollway deployed 13.2 million emails to I-PASS customers last year. Messages range from vital I-PASS account information, stakeholder event invitations, and E-newsletters. The smallest send was approximately 57,000 and largest send was 2.6 million.

38. **Question**: Overall, is the Illinois Tollway looking for these email campaigns to add subscribers or maintain current subscriber lists?

   **Answer**: The Illinois Tollway uses email to educate customers on the I-PASS account information and general Illinois Tollway information. Based on previous growth, the Illinois Tollway expects the list to grow 10-15% annually. Emails routinely ask for customers to update their I-PASS account, get additional information on various topics, and participate in a survey.

39. **Question**: What Key Performance Indicators (KPIs) are most important to the Illinois Tollway staff?

   **Answer**: The Illinois Tollway uses a combination or analytics provided by the email distribution vendor, Google Analytics and database analytics to track activity. KPIs differ based on message. Typically, the Illinois Tollway looks at open rates, click-
throughs, renders, unsubscribes, and hard and soft bounces.

40. **Question**: What are the methods the Illinois Tollway utilizes for opting in subscribers?

   **Answer**: Subscribers opt-in through their I-PASS accounts. Subscribers should also have the opportunity to opt-in from the Illinois Tollway’s website.

41. **Question**: What integrations with other data sources or systems will be required (e.g. web analytics, social media, rate and review tools, other in-house databases, etc.)?

   **Answer**: The Vendor will be required to integrate with our external email host to create a dedicated IP address for distribution. The Illinois Tollway may look into converting an API into an in-house database later in the contract.

42. **Question**: Will the Illinois Tollway’s internal team be deploying any emails, or will your services partner deploy all email campaigns?

   **Answer**: The Illinois Tollway’s team, using the email distribution vendor, will deploy all email campaigns.

43. **Question**: What have been the biggest catalysts in growing the Illinois Tollway’s subscriber base to date and in growing your overall digital marketing program?

   **Answer**: The Illinois Tollway grows our subscriber base and digital marketing program to educate our customers on I-PASS account information and general Tollway information. The Illinois Tollway is dedicated to providing and promoting a safe and efficient system of highways while ensuring the highest possible level of service to our customers.