

**Vendor Questions and Answers**  
**Title: Maryland WIC Branding and Publication Design**  
**Solicitation No: MDH OPASS # 20-18397**  
**Date: August 19, 2019**

Whether companies from Outside USA can apply for this?  
(like,from India or Canada)

Yes. The company or individual that performs the scope of work may apply.

Whether we need to come over there for meetings?

Yes. The quarterly meeting is held at the WIC State Office in Baltimore, MD. Additional meetings may be necessary as well.

Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

Yes. However, graphic designer must be available to discuss projects during normal business hours established.

Can we submit the proposals via email?

No. As stated in the RFP section 5.2.1 Proposals delivered by facsimile and e-mail shall not be considered.

What is the primary place of performance for the contractor?

The Contractor can perform the branding and publication design for the WIC program at their normal place of business.

Is the contractor permitted to work 100% remotely?

The actual work can be completed remotely, with the exception of the quarterly meeting that will be held at the MD WIC State Office located in Baltimore, MD.

Is **750 hours per year** (found on the financial proposal form) considered Part-Time?

The 750 hours is per year is an estimate of how many hours of work are potentially needed under the contract. 750 hours divided by an 8 hour day equals 93.75 days of potential work.

### **Labor Rate on Financial Proposal Form**

Please confirm that the labor rate, or unit price, is based on the number of people working on the project for the set number of hours given by your organization on the Financial Proposal Form, Excel spreadsheet.

The labor rate should be what would be charged to the state for the hourly rate. This can be blended for staff proposed.

Please confirm that the only information to be provided or entered in on the Financial Proposal Form is to be the unit price, highlighted in yellow, and the signature and date information at the bottom.

The information that should be entered is the vendor information at the bottom and the yellow highlighted labor rate proposed.

### **Printing Company for Publications and Print Materials**

Please confirm that all print projects will be printed by state coordinated priming companies, and printing costs paid by the state to the printing companies directly.

The State will have separate contracts with other vendors for printing of the final product. The payment will be from the State to the vendor based on each contract.

Please confirm whether the contractor will be responsible for finding printing companies, bidding the projects as well as paying the invoices to the printing companies upon delivery of the final primed pieces for reimbursement later.

The State will have separate contracts with other vendors for printing of the final product. The payment will be from the State to the vendor based on each contract.

### **Meetings**

Please confirm whether the contractor will be included in brainstorming sessions to create new projects, or if the projects will come to the designer/contractor with the brainstorming session already completed.

Depending on the project, collaboration with the vendor may occur to come up with the best solution for conveying the message from the Maryland WIC Program.

Are the times spent by the designer/contractor with the state in project design and quarterly meetings included in the hour estimate of 750 hours per year filled in by state on the Financial Proposal Form?

Yes

Can the time spent by the designer/contractor with the state in project design and quarterly meetings be included in final deliverable invoices for individual projects?

Invoices should be billed monthly for each project. The quarterly meeting should be included in the invoice for the month in which the meeting occurred.

### **Additional Fees for Project Scope Creep**

Please explain the procedure for requesting additional fees for project scope creep for requests by the State for additional time, challenges in schedule and increased labor hours needed by the designer/contractor to complete the project affected by scope creep.

All fees should be included in the original quote for the project. All projects will be clearly defined in the initial discussions prior to a project quote being delivered. If the project's scope of work is changed significantly, the contract monitor will request a revised project quote.

### **Contractor Provided Artwork**

Please confirm whether hiring photographers, writers and videographers, nor available through Maryland WIC, government or online resources, and payment for those services upon delivery, is the responsibility of the designer/contractor to be reimbursed by the state later?

The contractor is required to provide all portions of the scope of work listed in the RFP. If subcontractors are needed, these must be submitted with the proposal. Hiring of subcontractors will be monitored by the designer/contractor including payment. The designer/contractor will be reimbursed by the state via the monthly invoice. The costs of these must be included in the initial project quote as well.

Or will the contractor provided artwork be billed by the photographer, writer and videographer directly to the state at the time services are rendered.

No. This would be considered subcontracting the work and should be included in the proposal by the Offeror.

### **Bilingual Editing and Proofreading**

Will the state provide a bilingual editor and proofreader, or is hiring a bilingual editor and proofreader the responsibility of the designer/contractor?

As stated in the RFP section 2.2.6.E, the Maryland WIC Program is responsible for providing translation of text into other languages and performing final proofreading for all translated documents.

If so, is the designer/contractor responsible for payment to the bilingual editor and proofreader for reimbursement by the state later, or can the bilingual editor and proofreader bill the state directly at the time of service?

N/A

### **File Sharing Services**

Please confirm acceptable file sharing services for WIC, such as Dropbox, Creative Cloud or other.

Previously, files have been shared via Dropbox. The State has a business Dropbox account which allows sharing with up to three users (one of which is the State).

### **Invoicing for Deliverables**

Please explain how invoicing for deliverables at the time of project delivery works.

Invoicing should indicate which project the hours are related to monthly.

Is the invoice based on the total number of labor hours for the delivered project recorded through a time sheet?

Yes

Do the labor hours for each deliverable get deducted from the 750 hour total for the year filled in by the state on the Financial Proposal Form?

Yes

If so, once the 750 hours have been reached, how do additional hours get billed in order to complete projects not yet started before the end of the year?

The 750 hours is an estimate based on current hours needed to update Maryland WIC publications. Additional hours will not be added to this contract.

### **Contract Monitor Rejection**

What is the procedure to be followed upon receipt by the designer/contractor of a rejection for a deliverable by the Contract monitor?

Projects are created through a collaborative process between the contractor and the contract monitor. Typically, a project begins with the contract monitor communicating the parameters and asking the contractor to pitch some preliminary ideas or concepts. Once the contractor has delivered these ideas, the contract monitor may choose one of the options or reject them all and clarify further what is needed. If the contract monitor chooses one of the offered options, the contract monitor will ask for a draft of the project.

From there, the project will go through a series of revisions as the contractor and the contract monitor work towards a satisfactory final product.

The contract monitor has never asked for a final draft product to be delivered without preliminary steps and intermediate drafts. By following the process above, the State hopes to never be in the position of rejecting a deliverable final product entirely.

Is the time spent correcting the rejected deliverable billable to the state?

Yes

### **Project Quotes**

Please confirm that a proposal will need to be written by the designer/contractor for each project to include the number of labor hours and cost just for those labor hours.

Correct

Do the costs included in the proposal for each project need to include vendor services not provided by the state, such as photographers, writers, videographers and bilingual editors and proofreaders?

Yes

Do the labor hours and costs provided in the proposal for each project get deducted from the 750 hours filled by the state and the cost estimate provided by the designer/contractor on the financial Proposal Form?

Yes

### **Transition Out Plan**

Is time booked into the 750 hours per year to accommodate the time required for the 90 day transition at the end of the contract?

Yes. The transition out plan would include completion of outstanding project, transfer of files, etc. needed in order to transition the contract smoothly.

Or is the labor time required by the designer/contractor for the transition invoiced separately?

N/A

### **Fixed Price Versus Material Billing**

Please define the term fixed price in relation to an invoice.

The fixed price is the hourly labor price that will be shown as billable hours.

Please define the term material items in relation to an invoice.

This is built into the contract for any subcontracting needed or materials needed to create sets to photograph. Material items that cannot be billed include computer software, computer hardware, cameras, rental space, etc.

**Annual Pricing**

Please give an example of a service or product that would be billed monthly to the state by the designer/contractor.

Billable labor hours to a specific project are an example of what will be billed monthly.

Please confirm whether the cost for the annual service or product would be deducted from both the 750 hours filled in by the state and cost for the 750 hours filled in by the designer/contractor on the Financial Proposal Form.

There is not any applicable annual pricing for this contract.

Or, would the annual pricing be invoiced separately to the state?

There is not any applicable annual pricing for this contract.

**Insurance**

Please explain the business insurance requirements for this contract, are the requirements the same as described in the RFP?

All insurance requirements are listed in the RFP in section 3.6.