

What follows are responses to questions received from a number of potential vendors through 5 pm on Tuesday, January 18th. Our responses are presented in italics following each question.

1. Due Date

Please clarify the due date for the bid.

Friday, January 21, 2011 by 5 PM.

2. Volunteers & Staff

Please elaborate on the duties of the volunteers and staff members. We would also like to get some detail on the technical skill level of the volunteers and staff members so that we can better develop the tools that are requested.

The staff and volunteers of the SMP program provide education to recipients of Medicare and Medicaid in the issues of Medicare and Medicaid fraud, and how to report suspicions of fraud. The staff and volunteers make presentations to groups, provide counseling about suspected fraud on a one-on-one basis, and the SMP staff receive calls made by recipients to a statewide hotline to receive reports of fraud. The staff investigate or refer for investigation these reports. Documentation of all education sessions and one-on-one interactions with recipients are reported to the Administration on Aging. As contained in the RFP, the site would include pages designed to meet different populations: information that is targeted to the general public; and information and that is targeted to the staff and volunteers for use in their work.

The skill levels of the staff should be considered as non-technical, basic computer skills.

3. Media for Website (Audio, Video, Images)

Please specify as to who will provide the audio/video and other media items that are needed for informational and presentation purposes. The requirements state the use of rotating images and other media for fresh looking pages.

Audio/Video items that may be attached to the page would most likely come from federal sites that relate to Medicare, Medicaid or fraud-related topics. Other items may be prepared by staff for use in volunteer / staff training, updates on information provided by the Administration on Aging, ideas for improved educational session, etc.

Rotating images mentioned in the RFP are a demonstration of our desire that the front page of the site be fresh and appear attractive to the user. Other recommendations to meet the same objectives are welcomed.

4. User Management

Do all the volunteers and staff members have pre-existing email addresses and site accounts? If so, can we get access to the AD accounts and email server to manage accounts, passwords and email notifications? If not, then please elaborate on

communication protocol details. Also, if we cannot use the existing exchange server for account management, who will be responsible for user management?

Staff of V4A have V4A-assigned email addresses. Other staff and volunteers have email addresses that are not under the control of V4A.

There is no Active Directory or Exchange server; therefore, user management options should be proposed by the bidder.

5. Website Search

Will the search feature be able to search the site map as well as full text (OCR) of images and PDFs?

A search feature that allows the user to search within page content is sufficient.

6. Tools & Functionalities

Section 5, Item K. This indicates the use of sophisticated content management and content serving components, most of these are not open source and will require licenses though they are not expensive, is this an option?

Section 5 Item L. If a content management software suite is used, this becomes very easy, if not, a custom code will need to be written for it.

We recognize that Section 5, Items K and L require content and document management systems, and would expect the bidder to speak to its recommendations for systems to be used.

7. Website Support and Maintenance

Section 9, IV, B refers to O&M. What kind of website support and maintenance are they looking for. Will upgrade requests be part of this maintenance and support package. There is not much mentioned about this in the RFP.

We are looking for the bidder to make recommendations on O&M for the site that is proposed. Pricing for upgrade requests should be identified clearly.

8. Time Frame

A. From section 2. Proposal Timeline and General Information, the award is set for February 28th and delivery is set for March 31, 2011. As per my discussion with the development staff, it looks like 4 week time frame would be difficult to achieve especially since a custom backend content upload feature and mobile app are required. The data management feature would take a lot of time. I would at least ask for 8 weeks to perform the analysis, development and testing efforts. Is this a possibility? If not, I suggest a phased approach that gets the core functionality up and running then add the gold plating later.

B. While theoretically it is possible to design and implement this site in one month, this would be a mistake and seriously impede the ability of the client to review alternate designs, make modifications, and test the implementation as just a few areas that would be impacted. The design process alone typically takes 3-4 weeks. Please advise on the schedule, and if bidders are allowed to propose what they believe is an appropriate schedule or not.

On the deadline for performance -- Consider this a target deadline. In your offering, please provide us with comments on when you propose to have the work completed, recognizing that we are clearly interested in a rapid product deliverable.

9. Technology

Do we have to develop a custom Content Management System (CMS) or is it permissible to propose an Open Source (CMS)?

Open source Content Management Systems are permissible.

10. Role

What is your role in this RFP?

I am a contract Federal Grants Manager to the Virginia Association of Area Agencies on Aging, specific to the SMP program at this time. My role in this process is to coordinate the receipt of the responses to the RFP and to assist the SMP Manager in making the selection from among the bids, coordinating with a team of reviewers. The review team includes the SMP Manager (who will be the point of contact to the successful bidder), an SMP staff / volunteer, and a technical expert along with myself.

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