DATE: April 4, 2012
TO: All Prospective Proposers
FROM: Delores R. Pertee
RE: MOBILE WEBSITE AND APPLICATIONS CONTRACT
RFP # BC-20798-P
ADDENDUM # 1

The following amends the above referenced RFP documents. Receipt of this addendum must be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda" Form and submitting it along with the Technical Proposal you return to the University.

The due date and time for the Technical and Price Proposals to be submitted to the University remains the same, **Monday, April 9, 2012 by 2:00 p.m.** to the Issuing Office.

A. **QUESTIONS AND ANSWERS:**

Regarding the Mobile Website:

1. QUESTION: Who is responsible for hosting of the mobile website content?
   ANSWER: The University will be responsible for hosting the website content.

2. QUESTION: If the vendor is responsible for hosting, are there any Service Level Agreement (SLA) or Guaranteed Availability requirements?
   ANSWER: The vendor is not responsible for hosting the websites.

3. QUESTION: If UMBC will be hosting the mobile web content, are there any requirements on Web Server platform (i.e. - Apache, IIS, other) or Operating System (i.e. - Linux, Windows)?
   ANSWER: Once the Contractor has been granted .htaccess to our servers, UMBC will connect them with our Department of Information Technology to review specific requirements.

4. QUESTION: The content from the URLs listed in Appendix D of the RFP (URL websites) appears to be mostly static text. Will there be any dynamic content or integration with external data sources?
   ANSWER: At present the answer is no. However, should UMBC move in the direction of purchasing a CRM within the next few years, we may need to discuss dynamic content integration.
5. **QUESTION:** Can the University clarify the number of mobile sites to be included in the proposal? Page 7 states this includes website applications for up to 10 mobile websites, while Appendix D states only 9 URLs.

**ANSWER:** There are nine URLs at present that need to be converted, however, should other programs decide to mobile-optimize, we would like the opportunity to add them to the list, providing the cost is reasonable.

6. **QUESTION:** Will the mobile sites use the same graphical template (with customizations for colors photos, logo, etc.) or will each site require a unique template?

**ANSWER:** Some sites will use the same graphical template while others such as Winter and Shady Grove will certainly have their own unique template. It will depend on the program. Many of our applied master’s programs currently use a website template with different color schemes, images and navigations. This will be the same for the mobile optimized sites.

7. **QUESTION:** Will the new mobile site share the same features and functionality or will each site be required to have unique functionality? Additionally, will this functionality be based off of the current desktop sites?

**ANSWER:** Each site may be required to have unique functionality, and yes, functionality will be based off of the current desktop sites. However, in keeping with the scope of work, vendors should be consulting on emerging mobile application technologies and include that information in their Technical Proposal.

Regarding the Mobile Applications:

8. **QUESTION:** Can you please clarify what is meant by "mobile shells for Android and iPhone" in Section III A. item #3 (page 12). Is this referring to Mobile Applications that will be released via iTunes and the Android Market (Google Play)? Or is this referring to mobile website design that is compatible with Android and iPhone devices?

**ANSWER:** This requirement is referring to a mobile website design compatible with both Android and iPhone devices.
9. **QUESTION:** Under section A, General Description of Work, the RFP states that the project may include mobile application development. Can the University provide more details on the expectations of the app development? Is the mobile app development to be included in the initial quote for this project?

**ANSWER:** Application development is secondary, but does however, need to be included on the initial quote. This should be identified and listed on the Price Proposal under Section C: Mobile Application Development. Our primary focus with this project is to mobile-optimize our websites within the Division of Continuing and Professional Studies. However, once those sites are mobile-optimized, we will then identify our mobile app priorities.

Regarding Proposal Submission/General Requirements:

10. **QUESTION:** Will it be acceptable to hand deliver proposals in person?
    **ANSWER:** The Technical and Price Proposals must be received in the Issuing Office by the due date and time. Proposals may be delivered in person to the office.

11. **QUESTION:** Has the University identified a budget for this project?
    **ANSWER:** Yes, the University has established a budget for this project. However, the bids received will provide us with an accurate budget to complete the projects.

Enclosures: Revised Price Proposal Form  
Acknowledgement of Receipt of Addenda Form  
Cc: Procurement File

END OF ADDENDUM #1 DATED 04/04/12
This addendum was posted to the Firms of Record and the University’s eBid Board on 04/04/12.  
(Original with enclosures were not mailed)
RFP NO.: BC-20798-P

PRICE PROPOSAL DUE: MONDAY, APRIL 9, 2012 at 2:00 P.M.

PROPOSAL FOR: CPS MOBILE WEBSITE AND APPLICATIONS

PROPOSER: ____________________________________________________

Federal Identification Number/Social Security Number: ________________

REVISED PRICE PROPOSAL

DATE_______

Ms. Delores R. Pertee
Department of Procurement Services
University of Maryland Baltimore County
Administration Building, Room 301
1000 Hilltop Circle
Baltimore, MD 21250

Dear Ms. Pertee:

The undersigned hereby submits the Price Proposal as set forth in RFP # BC-20798-P dated 03/26/12 and the following subsequent addenda:

Addendum 1 dated 04/04/12
Addendum _____ dated ________
Addendum _____ dated ________

Having received clarification on all matters upon which any doubt arose, the undersigned proposes to complete the work as described in the RFP and subsequent Addenda as noted above.

By signing and submitting this response, undersigned hereby agrees to all the terms and conditions of the RFP including any issued addenda.

The pricing provided in the following Sections is to include all of the Contractor’s costs to perform the services (i.e. overhead, profit, etc.). No additional compensation will be applicable for these services, unless additional services are requested by the University which are outside of the scope of services specified within this RFP document.

The Contractor’s Proposal can be accepted in whole or part. While it is the intent of the University to award most or all of the requested work as one contract, the University reserves the right to make an award which best serves the interest of the University.
REVISED PRICE PROPOSAL

A. PRICING PER PROGRAM (URL SITES) Not listed in any particular order. The final project may include some or all of these URLs as determined by the University.

<table>
<thead>
<tr>
<th>URL Sites</th>
<th>Development</th>
<th>Maintenance</th>
<th>Upgrades</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 UMBC.EDU/WINTER</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>2 UMBC.EDU/SE</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>3 UMBC.EDU/ENGM</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>4 UMBC.EDU/ISD</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>5 UMBC.EDU/SHADYGROVE</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>6 UMBC.EDU/BIOtech</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>7 UMBC.EDU/CYBER</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>8 UMBC.EDU/IO</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>9 UMBC.EDU/GIS</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>10 Additional URL’s added in the first year of contract</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

B. TRAINING $__________________ per program

C. MOBILE APPLICATION DEVELOPMENT (Describe/explain) $__________________

D. OTHER APPLICABLE FEES: $__________________
   (Describe/explain)

E. MAINTENANCE HOURLY RATE $__________________ per hour

We understand that the evaluation and subsequent final ranking of proposals will be in accordance with the RFP documents.
REVISED PRICE PROPOSAL

We understand that the University reserves the right to award a contract (or contracts) for all items, or any parts thereof, as set forth in detail under the information furnished in the RFP document.

We further confirm that the Account Representative named within our Technical Proposal will be assigned to the University for the duration of this contract.

The undersigned hereby certifies that he/she is a duly authorized officer of the Proposing Firm and can bind the Proposer to the prices quoted herein.

______________________________________________
Proposer (Company Name)

______________________________________________
Authorized Signature

______________________________________________
Print Name

______________________________________________
Title

END OF PRICE PROPOSAL FORM
RFP BID NO.: BC-20798-P

TECHNICAL PROPOSAL
DUE DATE: MONDAY, APRIL 9, 2012 AT 2:00 P.M.

BID FOR: MOBILE WEBSITE AND APPLICATIONS CONTRACT

NAME OF BIDDER:___________________________________________

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. 1 dated 04/04/12
Addendum No. _____ dated _______
Addendum No. _____ dated _______
Addendum No. _____ dated _______
Addendum No. _____ dated _______
Addendum No. _____ dated _______

As stated in this Addendum, this form is to be returned within the Technical Proposal.

________________________________________
Signature

________________________________________
Printed Name

________________________________________
Title

________________________________________
Date

END OF FORM