

600 North Tenth Street
Sacramento, CA 95811
calottery.com



October 28, 2009

RE: Request for Proposal #4232, Public Website Design, Development and Hosting Services, Amendment 1

To All Potential Bidders:

This is Amendment 1 to Request for Proposal (RFP) #4232, Public Website Design, Development and Hosting Services. Because there are several changes integrated throughout the RFP, a thorough review of all information is particularly important when responding to this RFP. Please read all instructions and forms thoroughly to ensure your proposal is in compliance with all requirements. Proposals are due as specified in section I.E. Projected Timetable and section IV. Proposal Packaging and Delivery, no later than **3:00 p.m. PST on Tuesday, November 10, 2009. Late proposals will not be accepted.**

The following changes have been made to the RFP (deleted language is struck through added language is underlined):

1. Section 1, Page 4, **E. Projected Timetable**, has been amended as follows:

<u>Action</u>	<u>Date</u>	<u>Time</u>
Proposal Due	October 26, 2009	3:00 p.m. PST
	<u>November 10, 2009</u>	<u>3:00 p.m. PST</u>
Announcement of Finalists	November 17-19, 2009	
	<u>January 26-28, 2010</u>	
Finalists' Demo Presentations	December 7-10, 2009	TBD
	<u>February 15-18, 2010</u>	<u>TBD</u>
Identification of Apparent Successful Bidder	December 2009	
	<u>March / April 2010</u>	
Commission Approval to Award Contract to Successful Bidder	January, 2010	
	<u>April 2010</u>	
Projected Contract Effective Date	February, 2010	
	<u>April 2010</u>	

2. II. PROPOSAL REQUIREMENTS, Pages 9-10, Section B 1a has been amended as follows:

1. Bidder's Information

In this section of the proposal, the Bidder should demonstrate how the company's experience and resources make it best suited to provide services to the Lottery.

a. Bidder's Background and Experience

The Bidder must provide a general overview of the company, including but not limited to office location(s), key positions and contact information, number of employees, and the number of years in business.

The Bidder must provide a comprehensive description of its experience providing website design, development, implementation, and web hosting services.

- i. Describe experience in large-scale website design, development and implementation. This includes specific experience related to graphic design, site usability, content development, animated creative content, and source code configuration management for enterprise-scale applications. Include at least three (3) website addresses.
- ii. Describe experience integrating third-party applications or third-party web solutions with website content.
- iii. Describe experience in developing web-based solutions connected to a relational database.
- iv. Describe experience in designing, developing and maintaining complex relational databases.
- v. Describe experience in designing, developing and maintaining web services.
- vi. Describe experience hosting major commercial and/or governmental public websites. This includes specific experience and expertise hosting high traffic, high availability public websites in a secure Internet data center including networking, security, systems administration, web administration, database administration, web services, and application server administration
- vii. Describe experience and expertise providing 24 x 7 x 365 web hosting services.

The Bidder must provide a description of all relevant contracts the Bidder and any subcontractors have had and all experience similar to this contract, including but not limited to:

- ii. Size of contract.
- viii. Reason for contract termination/expiration, if contract is no longer in effect.
- ix. Types of services directly provided by the Bidder and whether the Bidder was the prime or subcontractor.
- x. Term and type of contract, including effective dates.
- xi. Any significant problems encountered and how the problems were overcome.

3. II. PROPOSAL REQUIREMENTS, Page 11, Section B 1d has been amended as follows:

Section B 1d. References is deleted in its entirety.

4. II. PROPOSAL REQUIREMENTS, Page 12, Grey Box ***Evaluation Criteria for Bidder's Information*** has been amended as follows:

~~→ Responses of the client references.~~

5. II. PROPOSAL REQUIREMENTS, Page 17, Section B 5 has been amended as follows:

5. Price Sheet

The Bidder must complete and submit Attachment 1, Price Sheet, in its proposal for the services identified in Exhibit A, Scope of Services. Any changes made to the Price Sheet format, including but not limited to exceptions, deletions, conditions, and additions may be the basis for rejecting the proposal.

The Lottery intends to select the proposal which provides the best value to the Lottery. A proposal meeting the requirements of the RFP and with the lowest price may not be selected if award to a higher priced proposal, in the judgment of the Lottery, maximizes greater overall benefits to the Lottery. The Lottery may elect to pay a higher price to select a proposal that overall is exceptional and reasonably priced.

The Lottery will assess each component in the bidder's price sheet in relation to the services the bidder offers. A bidder that exceeds the requirements by providing more services or higher quality services for a reasonable price will receive the highest consideration.

6. II. PROPOSAL REQUIREMENTS, Page 17, Section **C. Finalists' Submittals and Competition** has been amended as follows:

Proposals submitted in response to this RFP will be rated in comparison with other submitted proposals and will be rated using the criteria set forth in Section III, Proposal Evaluation Process. Finalists will be required to submit Attachment 8, the Confidential Contractor Disclosure forms and references.

Finalists will be required to disclose certain information pursuant to California Government Code section 8880.57. Any Individual or entity in a Bidder's organizational chain and any of the Bidder's subcontractors may also be required to disclose similar information. The Lottery may refuse to enter into a contract based on the results of these disclosures, as provided in California Government Code sections 8880.57.

In order to ensure integrity, security, and honesty in its operation, the Lottery will conduct a thorough background check of the Finalists. This may include fingerprinting and review of financial information. The Lottery may disqualify any Finalist if its related entities or their directors, officers, employees, or owners refuse to participate. The successful Bidder will be required to notify the Lottery of the identity of potential subcontractors and may be required to periodically update other disclosure requirements during the term of the Contract.

The Finalists must provide a minimum of three verifiable references that include contact person, name of company, phone, fax number and email address, if available. Finalists' references shall include references for which the Finalist has provided web design, development, implementation, web hosting, and related services with the same or similar specifications and requirements specified within Exhibit A, Scope of Services, within the last three (3) years. The Lottery may, at its discretion, contact the references provided.

Evaluation Criteria for Finalists' References

➤ Responses of the client references.

7. II. PROPOSAL REQUIREMENTS, Page 25, Section III A3 has been amended as follows:

3. Phase II Evaluation: Rated Finalist Demonstrations

Each finalist's demonstration will be assessed on the evaluation criteria specified in Section II D., Finalists' Demonstrations and shall be rated by comparison to other finalists' demonstrations. The relative importance of the Rated Finalist Demonstrations is equal to the overall evaluation of the Rated Submittals.

The Finalist that provides the best value to the Lottery will be deemed the apparent successful bidder, subject to approval by the Lottery Director and the Lottery Commission. A proposal meeting the requirements of the RFP ~~but~~ and with the lowest cost proposal may not be selected if an award to a higher proposal, in the

judgment of the Lottery, maximizes greater overall benefits to the Lottery. The Lottery may elect to pay a fair and reasonable rate to select a proposal that overall is superior.

The Lottery may indicate to, or discuss with, the apparent successful bidder any deficiencies or other aspects of its proposal such as price, technical approach, and terms that could, in the opinion of the Lottery, be altered or explained to enhance materially the apparent successful bidder's proposal. The scope and extent of discussions are a matter solely within the Lottery's judgment. If the Lottery and the apparent successful bidder cannot come to agreement on these alterations, the Lottery, at its sole discretion, may elect to hold discussions with the other finalists. If conducted, discussions will be undertaken with the intent of allowing each finalist the opportunity to revise its proposal only in those specific areas identified by the Lottery during discussions.

8. **Exhibit A, SCOPE OF SERVICES**, Page 26, Section 1.f.iii has been amended as follows:

Test case scenarios must be established to test servers and website response times at varied loads/stress, to test website display in various environments ~~(e.g., Windows XP, Windows Vista, Mac OS, Linux)~~ browsers at typical screen resolutions and aspect ratios."

9. **ATTACHMENT 1, PRICE SHEET**, Page 84, Section II.A has been amended as follows:

A. **Spanish Localization Services:** **Hourly rate** ~~Cost per word~~ \$ _____

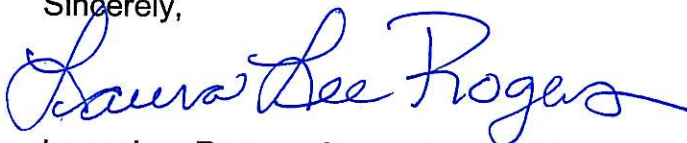
Provide the ~~hourly~~ cost per word for Spanish localization services.

Please submit the attached revised ATTACHMENT 1, PRICE SHEET in your bid proposal.

All other conditions of the RFP remain the same.

Please direct your questions to me at (916) 327-1321, facsimile (916) 324-6713, or email lrogers@calottery.com.

Sincerely,



Laura Lee Rogers, Contract Administrator
Contract and Procurement Services Section

Attachment

ATTACHMENT 1

PRICE SHEET

The rates below shall include all costs associated with performance under this contract for the Lottery website design, development, implementation and hosting services and shall include all administrative overhead/ support costs, all applicable taxes, any other direct and indirect costs, and profit needed to perform the specified services in Exhibit A, Scope of Services.

I. Cost of Services

A. Web Hosting:

Cost per month \$ _____

Provide the monthly cost to setup, maintain, and support the PWS production and testing environments, the PWS database, and the CMS repository including servers, disk space, cpu, memory, web services, diagnostic monitoring and alerting, security monitoring, controlled patching, backup, reporting and all other associated costs.

B. Software Licenses and Product Upgrades

Total cost \$ _____

Specify the product, quantity, and unit price for each tool and application that will be used to support the PWS environment. In addition, provide the cost to stay current with software upgrades during the three year duration of the contract. The Lottery intends to selectively purchase software products. For some products, the Lottery may receive better pricing through the State’s existing purchasing agreement with software vendors. For any software product which the bidder submits a lower cost bid than what the Lottery can obtain through its existing purchasing agreement, the Lottery will request the Integrator to purchase the software product and transfer the license to the State.

Product	Quantity	Unit Cost	Total Cost
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
Software Licenses Subtotal:	N/A	N/A	\$
Product Upgrade Services:	N/A	N/A	\$
Total Software Licenses and Upgrades:	N/A	N/A	\$

C. PWS Design, Development and Implementation

Total cost \$ _____

Provide the total cost to design, develop, and implement the PWS including project management, design specifications and mockups, information architecture, programming and configuration, documentation, training, and testing.

D. Transition Services

Hourly rate \$ _____

Provide the hourly rate for transition services. At the Lottery's request, the Integrator may be asked to provide transition services necessary to migrate certain content and data from the existing web environment onto the Integrator's hosted environment.

E. Spanish version of the PWS

The Lottery would like to compare the cost of a subset Spanish website versus a fully functional Spanish website. Upon contract award, the Lottery will negotiate the degree of Spanish language functionality that will be developed with the contract awardee.

Provide the cost for a subset Spanish website.

Total cost \$ _____

Provide the cost for a fully functional Spanish website.

Total cost \$ _____

F. New Functionality

Hourly rate \$ _____

Provide the hourly rate to make changes or add new functionality, including providing any necessary training to Lottery staff on new functionality and following testing requirements prior to release on the production environment.

II. Optional Services:

Bidders are not required to submit specification and pricing for optional services.

A. Spanish Localization Services:

Cost per word \$ _____

Provide the cost per word for Spanish localization services.

B. Other Associated Services offered by Bidder:

Cost/Rate \$ _____

The bidder may offer other associated services not identified in this RFP. For each optional service offered, describe the service and provide the associated cost scenario that best fits the service (one-time, hourly, monthly, etc.)

Description of Offered Service #1

Cost or Rate \$ _____

Description of Offered Service #2

Cost or Rate \$ _____

I, _____, certify that I am authorized to sign this Price Sheet
and that _____ (type or print name)
the prices set forth are accurate, competitive, and unconditional. I further certify these prices
constitute an irrevocable offer which the California State Lottery may, at its option, accept or
reject at any time up to one hundred eighty (180) days from the date that responses to this RFP
are due, and that these prices will remain effective for the entirety of the contract term and any
extensions thereto.

Signature _____ Date: _____

Title _____ Company Name _____