

**REQUEST FOR BID #2020-049
Text Messaging Solution
RESPONSE ADDENDUM #01**

QUESTIONS

1. Do you envision this as an app like Facebook Messenger or a situation where each professor is granted a unique virtual phone number?
ANSWER: No, the texting tool will only be used by the department and is not intended for use by faculty members. Intended to support an academic program, admissions, student retention, financial aid reminders, etc.
2. If you are seeking a telecom-based system, will the students use their own existing mobile phones and numbers?
ANSWER: Yes
3. In 1.1.4, bullet #3, "vendor number" is mentioned. What is meant by this?
ANSWER: Carrier
4. What kind of integration is anticipated with TargetX? Do they provide and accept an API connection from us?
ANSWER: API
5. If unique phone numbers are assigned to all faculty users, how will adds and deletes be handled?
ANSWER: Unique numbers for the department issuing the message only. Appendix C also provides the number of admin users who will be sending the messages.
6. The legal opt-out for text message marketing is for a reply message of STOP. Is this acceptable to handle opt-outs?
ANSWER: Yes
7. Regarding opt-ins, how will this be handled? If phone numbers are used, a legal opt-in must occur on the phone, on a website, or by signing a document and this information must be maintained for 7 years.
ANSWER: Respondent's solution must meet all specific governing laws as they apply to the solution requested.
8. Are you familiar with Verizon's announcement on February 1, 2020, that it will begin charging surcharge of an additional \$0.0025 (1/4 of a penny) per mass broadcast text messages received from long codes (10-digit phone numbers)? Other carriers are expected to initiate their own surcharges as well. How does this impact your plans? And, how should we account for carrier surcharges in the proposal?
ANSWER: Refer to Appendix C requirement "The cost response shall include the costs necessary for the Respondent to fully comply with the Agreement terms and conditions and requirements. Note regarding total cost of ownership: This "cost" will encompass the entire solution pricing along with all products and services offered as part of the solution."
9. I am an adjunct at the University of Denver where I teach a graduate level course in Mobile Marketing. I always gave my phone number to the students to call or text me. Do you have any idea as to the percentage of faculty and staff that will utilize the service?
ANSWER: Unique numbers for the department issuing the message only. Appendix C also provides the number of admin users who will be sending messages.
10. Is there an incumbent to providing services such as this that the University of Maine system already works with?
ANSWER: Yes, there are two incumbents.
11. The time period to turnaround such a proposal seems aggressive to provide only a week for documenting such an advanced system. Is there a specific rationale for desiring such a quick turnaround period?
ANSWER: A Request for Bid does not require additional information from the Respondent, only pricing information.