



ADDENDUM

Date: **November 30, 2018**
Subject: **Rolling Questions & Answers for the RFP: SAME DAY DELIVERY SERVICES (“SDD”) FOR FINE WINE & GOOD SPIRITS**
RFP Number: **20180828**
Due Date/Time: **December 12, 2018, 1:00 PM ET.**
Addendum Number: **3**

To All Offerors:

A solicitation “Addendum” is defined by the Commonwealth of Pennsylvania as an addition to or amendment of the original terms, conditions, specifications, or instructions of a procurement solicitation (e.g., Request for Proposals or Request for Quotations).

List any and all changes:

- Attached are questions received as of November 28, 2018, along with the PLCB’s responses.

Sealed proposals of technical submittals must be received by received 1:00pm ET on December 12, 2018. The submittals must be addressed to Joshua Greene, PLCB, Purchasing and Contract Administration Division, Room 312 Northwest Office Building, 910 Capital Street, Harrisburg, PA 17124 and be properly signed.

If you have already submitted a response to the original solicitation, you may either submit a new response, or return this Addendum with a statement that your original response remains firm, by the due date to the above address.

Except as clarified and amended by this Addendum, the terms, conditions, specifications, and instructions of the solicitation and any previous solicitation addenda, remain as originally written.

Respectfully,

Name: **Joshua D. Greene**
Title: Issuing Officer
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**SAME-DAY DELIVERY SERVICES FOR FINE WINE & GOOD SPIRITS
PLCB RFP# 20180828**

Rolling Questions and Answers

- Q1. Referencing Task O-5. In an environment where independent contractor-based workforce is used, this requirement becomes hard to operationalize and cost prohibitive. Can alternatives be explored where drivers are always keeps in his possession the required documentation and has it ready for inspection when needed?**

A1. Transporter-for-Hire license requirements are set by Pennsylvania law and are therefore, not negotiable. As noted in [Advisory Notice 22](#), referenced in Appendix B, a transporter-for-hire licensee is permitted, subject to the limitations of its license, to transport alcoholic beverages in vehicles owned or leased by the licensee or its employees, so long as there is written evidence that the driver is either an employee or contractor of the licensed transporter.

- Q2. Referencing Task O-D. How would a monthly or per bottle fee be passed on to the customer given that the delivery fees will be charged directly to the customer?**

A2. Please carefully review the full RFP including the appendices. The PLCB expects Offerors to propose a compliant technical solution using industry best practices.

- Q3. Referencing Task I-3, how quickly will the pick and pack be done once an order is received?**

A3. Please carefully review the full RFP including the appendices, noting in particular Section III-5(C) on page 19. The PLCB expects Offerors to propose a compliant technical solution using industry best practices.

- Q4. Referencing Task C, what is PLCB's vision in terms of providing Same Day Delivery convenience to its customers? Will it be a menu of options a customer can choose with variable pricing with a 2-hour delivery being the fastest and most expensive, followed by hourly or two hourly delivery slots? Or will it be strictly "Same Day" where all orders are in by a certain cutoff time and the delivery happens before the day is over?**

A4. Please carefully review the full RFP including the appendices. The PLCB expects Offerors to propose a compliant technical solution using industry best practices. It should also be noted that the Offeror cannot store product overnight unless properly licensed to do so. See. RFP Section III-5(M)(1) and Appendix B.

- Q5. Referencing Task E, how does PLCB envision paying for a white label e-commerce platform that has web and mobile capabilities and all the other features prescribed in the RFP?**

A5. This is to be a no cost contract to the PLCB. See Sections I-5 and III-5(A)(3).

- Q6. What is the projected daily order volume / average order size for eCommerce transactions?**

A6. Please carefully review the full RFP including the appendices, noting in particular Section III-5 (Q) on page 24. While the PLCB is anecdotally aware of consumer demand for same-day delivery services, it has never offered same-day delivery services to its customers; as such, this data is not available.

While not directly related to same day delivery services or demand, historic e-commerce sales are detailed to some extent in the [PLCB's Fiscal Year 2017-18 Annual Report](#), at page 34.

Q7. What type of promotion / marketing will be done to drive awareness and order volume?

A7. Please carefully review the full RFP including the appendices, noting in particular Section III-5(E) on page 20. The PLCB expects Offerors to propose a compliant technical solution – including promotion and marketing of same-day delivery services – using industry best practices. Determinations about potential PLCB marketing and promotional support will be made after selection of a solution.

Q8. Will PLCB provide product images / data for available items at each store location?

A8. Please carefully review the full RFP including the appendices, noting in particular Section III-5(I) on page 21. The PLCB expects to share per-store inventory in a way that supports a compliant technical solution using industry best practices.

Q9. Is the vision for the customer ordering platform pure white label or is PLCB willing to consider a marketplace type platform as a storefront alongside other stores like Instacart, Minibar, Drizly, etc?

A9. Please carefully review the full RFP including the appendices, noting in particular Section III-5(E) on page 20. The PLCB expects Offerors to propose a compliant technical solution using industry best practices. Please also note the statutory requirements detailed in Section III-5(A)(3).

Q10. Referencing Task I, do stores currently have access to Android mobile devices and/or is the PLCB willing to supply stores with devices if needed to help pick the orders? If not, what is the operational process of picking and packing an order once it comes in?

A10. Stores do not currently have access to Android mobile devices. The PLCB expects Offerors to propose a compliant technical solution using industry best practices. The PLCB anticipates providing operational support as needed for same-day delivery services, including store receipt, preparation and confirmation of orders with the TPDP.

Q11. Referencing Task C, what is PLCB's vision in terms of delivery radius? How many miles from the store does PLCB expect delivery? What is the maximum distance?

A11. See Section III-5(B) for service area requirements. The PLCB expects Offerors to propose a compliant technical solution using industry best practices.

Q12. Referencing Task Q, what is the expected delivery volume per store per week? What is the average size of the delivery?

A12. While the PLCB is anecdotally aware of consumer demand for same-day delivery services, it has never offered same-day delivery services to its customers; as such, this data is not available. See also A.6 above.

Q13. Referencing Task S, will the stores have access to a web browser to place a delivery order for a customer in the store?

A13. The PLCB anticipates providing operational support as needed for same-day delivery services.

Q14. Are Offerors expected to have on-demand services throughout the entire state or only major metros - Philadelphia, Pittsburgh, etc.?

A14. This RFP is for a 90-day pilot program in the Philadelphia metro area only. Upon completion of the pilot program, PLCB will consider its options for providing these services to other areas in the Commonwealth. See RFP Sections I-4(A) and I-21 and A2 of Addendum 1.

Q15. Can the PLCB provide insight into the size of the market? Is PLCB able to provide a projected monthly volume?

A15. While the PLCB is anecdotally aware of consumer demand for same-day delivery services, it has never offered same-day delivery services to its customers; as such, this data is not available.

Sales information for the most recently completed fiscal year can be found in the Annual Report.

Q16. Could the TPDP charge a monthly technology licensing fee to PLCB?

A16. No. This is to be a no cost contract to the PLCB. See Sections I-5 and III-5(A)(3).

Q17. How does PA define customer data? Would the TPDP still be able to pixel their site and have 3rd party partners pixel their site? Can market order and sales data be used, provided such data does not include customer personal information and is aggregated, de-identified and anonymized?

A17. Specific data types are defined through Commonwealth IT Policies. (Note Offerors' responsibilities in regard to these policies as set forth in Section I-27 of the RFP.) By way of example only, ITP-SEC025 defines Personally Identifiable Information ("PII") as:

"any information about an individual...including (1) any information that can be used to distinguish or trace an individual's identity, such as name, social security number, date and place of birth, mother's maiden name, or biometric records; and (2) any other information that is linked or linkable to an individual, such as medical, educational, financial and employment information. By way of further information, PII includes:

- o Driver's license number or a State identification card number issued in lieu of a driver's license;*
- o Passport number;*
- o Identifying information that must be protected under any policy, law or other requirement applicable to an agency."*

By way of further example of an applicable Commonwealth IT Policy, ITP-SEC019 requires protection of "data elements as defined in the Breach of Personal Information Notification Act P.L. 474, No. 94." This includes but is not limited to PII and also customer financial transaction-related data. Additionally, as noted in Sections III-1(A)(4), III-5((A)(4)III-5(I)(2) and III-5(K), as well as Appendix B Liquor Code (particularly 47 P.S. §§ 2-207(m)(2), 4-491 and 5-512), a selected Offeror must maintain certain records concerning each PLCB-related transaction but is explicitly precluded from using the information for any other purpose than providing the contracted services to the PLCB and its customers.

Thus, even if a selected Offeror aggregates, de-identifies and anonymizes protected information (including both customer PII and customer transaction-related data), that information may not be used, shared, sold or in any other manner distributed except for the sole purpose of providing same-day delivery services on behalf of the PLCB and not for any other service provided by the TPDP. Offerors should clearly explain intended technical and operational approaches to providing the

requested services in a manner that meets or exceeds all requirements and restrictions as set forth in the RFP.

Q18. Is there the potential for multiple Offerors to win?

A18. Only one Offeror will be selected for this RFP. However, upon completion of a successful pilot period, PLCB will reassess the best approach to move forward. A subsequent procurement is possible but not guaranteed. See also, A2 of Addendum 1.

Q19. Will online merchandising and sort order be the responsibility of the Offeror or the PLCB?

A19. Please see Section III-5(I) of the RFP at page 21.

Q20. Will the Offeror be responsible for user acquisition and customer relationship management?

A20. Please see the Sections III-5(E) and I) of the RFP at pages 20 and 21, respectively.

Q21. If the Offeror does not charge any fees to the PLCB for this pilot program and is ultimately awarded a final contract after a successful pilot, would the PLCB expect Offeror to continue waiving all fees associated with providing the PLCB same day delivery services and an ordering platform?

A21. See A5 above.

Q22. Would the PLCB be willing to use its own state store employees if the economics was such that doing so would not be prohibitively burdensome to the state?

A22. The PLCB expects Offerors to propose a compliant technical solution using industry best practices that includes delivery drivers that are not PLCB employees. See Section III-5(H) of the RFP on page 20 and A3 of Addendum 2.

Q23. Does the PLCB also have interest in other fulfillment opportunities through an Offeror such as in-store pickup, curbside pickup, and shipping?

A23. The PLCB already offers in-store pickup and direct shipping via its Fine Wine & Good Spirits website, this RFP is for same-day delivery services only.

Q24. Does the PLCB expect the packaging and shipping materials to be jointly branded or fully at the design discretion of the Offeror?

A24. Please see the Section III-5(J) of the RFP at page 21.