

STATE OF MAINE
Department of Health and Human Services
Maine Center for Disease Control and Prevention



RFP# 202608127

Maine WIC Mobile Application Software and Support Services

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	TO:	Vendor Self Service System

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PUBLIC NOTICE

**State of Maine
Department of Health and Human Services
RFP# 202608127
Maine WIC Mobile Application Software and Support Services**

The State of Maine is seeking proposals for a mobile application used separately or in conjunction with a Maine WIC issued eWIC EBT card.

A copy of the RFP and all related documents can be obtained through Vendor Self Service (VSS): <https://mevss.hostams.com/PRDVSS1X1/AltSelfService>

Proposals must be submitted to the Office of State Procurement Services, via Vendor Self Service (VSS). Proposal submissions must be received no later than 4:00 p.m., local time, on September 28, 2026. Proposals will be opened the following business day.

RFP TERMS/ACRONYMS with DEFINITIONS

The following terms and acronyms, as referenced in the RFP, have the meanings indicated below:

<u>Term/Acronym</u>	<u>Definition</u>
App Store	An online store where an app/application for mobile devices may be purchased or downloaded to use on a mobile device (e.g., Google Play, Android or Apple) for each respective mobile device platform.
Approved Product List (APL)	A list of foods entered and maintained by the Maine WIC that are authorized for purchase by Participants at Maine WIC authorized stores and farmer sale sites/markets.
Banner	A compact message similar to an advertisement that encourages and promotes Users to learn more about events, recalls, other services, or urgent messages provided to the application by Maine WIC.
Confidentiality	Preserving authorized restrictions on information access and disclosure, including means for protecting confidential or sensitive information. A loss of Confidentiality is the unauthorized disclosure of information.
Data Classification	The process of risk assessment of data. See the Technical Assessment Form available in VSS for the Data Classification process (see also “PII Confidentiality Impact Level”).
Department	Maine’s Department of Health and Human Services
Electronic Benefits Transfer (EBT)	An electronic system that allows Participants to complete purchase transactions at Maine WIC authorized stores and farmer sale sites/markets with an eWIC EBT card.
eWIC EBT	A card used by Participants to purchase transactions at WIC authorized stores and farmer sale sites/markets.
Maine WIC or WIC	The Maine Women, Infants, and Children Program
MaineIT	Maine’s Office of Information Technology
Participant	An individual certified to receive benefits from Maine WIC.
Personally Identifiable Information (PII)	Data maintained by an agency that could potentially identify a specific individual and needs to be protected in accordance with state and/or federal law, including: ➤ 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 ➤ any other information that is linked or linkable to an individual, such as medical, educational, financial, and employment information.
PII Confidentiality Impact Level	Includes low, moderate, or high levels and indicates the potential harm that could result to the subject individuals and/or the organization if PII were inappropriately accessed, used, or disclosed. (NIST SP 800-122). See the Technical Assessment form available in VSS. PII is evaluated to determine its Confidentiality impact levels, so that appropriate safeguards can be applied to the PII.

<u>Term/Acronym</u>	<u>Definition</u>
Push Notification	An alert generated by the mobile application software with messaging provided by Maine WIC to distribute to Users. Push Notifications are scheduled and include a link to WIC approved web content and distributed to all Users or a subset of Users by city, county, or other parameters upon Maine WIC request.
RFP	Request for Proposals
State	State of Maine
State Data	Any information originating with the State, regardless of form or medium of disclosure (e.g., verbal, observed, hard copy, or electronic) or source of information. State Data includes any information: ➤ Concerning the State’s information technology infrastructure, systems and software and procedures; and ➤ Originating with the State in the course of using and configuring the services provided under the contract. State Data includes any sensitive information held by the State that may be protected from disclosure pursuant to a federal or State statutory or regulatory scheme intended to protect that information, or pursuant to an order, resolution or determination of a court or administrative board or other administrative body.
UPC or PLU	A universal product code or product look up barcode used to scan products in grocery stores that are compared to the list of UPCs and PLUs on Maine WIC’s APL of approved UPCs and PLUs.
USDA FNS	The United States Department of Agriculture, Food and Nutrition Services (<i>in process of being changed to Food and Nutrition Administration (FNA)</i>), is the federal funder of Special Supplemental Nutrition Program for WIC and fifteen (15) other nutrition programs in the United States available to increase food security and reduce hunger by providing children and low-income people access to food, a healthy diet, and nutrition education in a manner that supports American agriculture and inspires public confidence.
User	A Participant, WIC authorized representative, person at a WIC authorized store or farmer sale site/market, WIC clinical staff, or any other person or entity using the WIC mobile application.
<u>Vendor Self Service System (VSS)</u>	The State’s web portal that provides vendors with a single-entry point to register, identify the commodities/services that their company provides, look for business opportunities, and respond to solicitations.

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention
RFP# 202608127
Maine WIC Mobile Application Software and Support Services

PART I INTRODUCTION

A. Purpose and Background

The Department of Health and Human Services (Department) is seeking a Maine WIC specific mobile application and application support services as defined in this Request for Proposals (RFP) document. This document provides instructions for submitting proposals, the procedure and criteria by which the awarded Bidder will be selected, and the contractual terms which will govern the relationship between the State of Maine (State) and the awarded Bidder.

The Department is dedicated to promoting health, safety, resiliency, and opportunity to all Maine Residents. The Department's Maine Center for Disease Control and Prevention (Maine CDC) works to protect the public's health in Maine and helps shape positive health outcomes for individuals, families and communities. Maine WIC provides nutritious foods, nutrition education, lactation support, and referrals to eligible pregnant, lactating, and postpartum individuals, infants, and children up to age five (5). Maine WIC's mission is to provide nutrition care, nutritious foods and nutrition education for thousands of Maine families, helping kids to grow up strong and healthy.

The WIC specific mobile application must allow Participants to verify vendor locations, contact WIC for help, request WIC allowable products to be added to the WIC Approved Product List (APL), find a WIC office, be notified of product recalls, receive timely Push Notification and messaging for scheduled and missed WIC appointments, and have access to educational materials for nutrition and meal preparation.

The proposed mobile application must:

1. Be configured to consume output files from the Maine WIC Management Information System (MIS), SpiritWeb, which is WIC's operational data application and system of record.
2. Provide the ability to display custom messages provided by WIC and other Department initiatives and projects as static broadcast messages informing Users of special events/dates.
3. Be a smart phone application to be used anywhere and not dependent upon access via a computer.
4. Ensure production support and communication requests are fulfilled upon request for specialized events that require communication due to time sensitivity: office closures, weather events, food recalls, etc.
5. Supports Maine WIC's goals in providing education and support to Participants so they may fully redeem issued WIC food benefits.

B. General Provisions

1. From the time the RFP is issued until award notification is made, all contact with the State regarding the RFP must be made through the RFP Coordinator. No other person/State employee is empowered to make binding statements regarding the RFP. Violation of this provision may lead to disqualification from the bidding process, at the State's discretion.
2. Issuance of the RFP does not commit the Department to issue an award or to pay expenses incurred by a Bidder in the preparation of a response to the RFP. This includes attendance at personal interviews or other meetings and software or system demonstrations, where applicable.
3. All proposals must adhere to the instructions and format requirements outlined in the RFP and all written supplements and amendments (such as the Summary of Questions and Answers), issued by the Department. Proposals must follow the format and respond to all questions and instructions specified below in the "Proposal Submission Requirements" section of the RFP.
4. Bidders will take careful note that in evaluating a proposal submitted in response to the RFP, the Department will consider materials provided in the proposal, information obtained through interviews/presentations (if any), and internal Departmental information of previous contract history with the Bidder (if any). The Department also reserves the right to consider other reliable references and publicly available information in evaluating a Bidder's experience and capabilities.
5. The proposal must be signed by a person authorized to legally bind the Bidder and must contain a statement that the proposal and the pricing contained therein will remain valid and binding for a period of 180 days from the date and time of the bid opening.
6. The RFP and the awarded Bidder's proposal, including all appendices or attachments, will be the basis for the final contract, as determined by the Department.
7. Following announcement of an award decision, all records and documents regarding this RFP, including bid submissions, will be public records, available for public inspection pursuant to [5 M.R.S. §1825 B \(6 & 15\)](#) and the State of Maine Freedom of Access Act (FOAA) ([1 M.R.S. § 401](#) et seq.). State contracts and information related to contracts, including all records, documents, supporting documents, and bid submissions, are public records unless otherwise excepted by statute (*Id*).
8. Subject to the above and pursuant to applicable law, in the event that a Bidder believes any information that it submits in response to this RFP is confidential, it must mark that information accordingly, and include citation to legal authority in support of the Bidder's claim of confidentiality. In the event that the Department receives a FOAA request that includes submissions marked as confidential, the Department shall evaluate the information and any legal authority from the Bidder to determine whether the information is an exception to FOAA's definition of public record. If the Department determines to release information that a Bidder has marked confidential, it shall provide advance notice to the Bidder to allow for them to seek legal relief.
9. The Department, at its sole discretion, reserves the right to recognize and waive minor informalities and irregularities found in proposals received in response to the RFP.
10. ACCESSIBILITY: All IT applications are required to comply with the [Digital Accessibility Policy](#). In addition, all IT applications and content delivered through web browsers are required to comply with the [State Web Standards](#).
11. STATE IT POLICIES: All IT products and services delivered as part of this Agreement shall conform to the [State IT policies, standards, and procedures](#) effective at the time this RFP is published.
12. If awarded a contract resulting from this RFP, vendors shall be required to disclose, in

writing and in accordance with applicable Maine law, any actual or potential conflicts of interest. Such disclosure must include any financial, professional, or personal relationships that could give rise to a conflict of interest or the appearance of a conflict of interest. Failure to disclose a known conflict or appearance of conflict may result in disqualification, contract termination, or other remedies as provided by law.

13. All applicable laws, whether or not herein contained, are included by this reference. It is the Bidder's responsibility to determine the applicability and requirements of any such laws and to abide by them.

C. Eligibility to Submit a Bid

Bidders must have a configurable mobile application (similar to WIC Services) implemented within the last five (5) years which is currently in post-production use and has been operational for a minimum of three (3) years in at least one (1) Federal or State governmental agency within the Continental United States.

D. Contract Term

The Department is seeking cost-efficient proposals to provide services, as defined in this RFP, for the anticipated contract period defined in the table below. The dates below are estimated and may be adjusted, as necessary, in order to comply with all procedural requirements associated with the RFP and the contracting process. The actual contract start date will be established by a completed and approved contract.

Contract Renewal: Following the initial term of the contract, the Department may opt to renew the contract for four (4) renewal periods, as shown in the table below, and subject to continued availability of funding and satisfactory performance.

The term of the anticipated contract, resulting from the RFP, is defined as follows:

Period	Start Date	End Date
Initial Period of Performance	1/1/2027	9/30/2028
Renewal Period #1	10/1/2028	9/30/2030
Renewal Period #2	10/1/2030	9/30/2032
Renewal Period #3	10/1/2032	9/30/2034
Renewal Period #4	10/1/2034	9/30/2036

E. Number of Awards

The Department anticipates making one (1) award as a result of this RFP process.

PART II SCOPE OF SERVICES TO BE PROVIDED

Specific instructions for the Bidder to provide a narrative response to the Scope of Services may be found in Part IV, Section III, Proposed Services.

A. Mobile Application (Application) User Availability

1. Ensure the proposed application is provided free/at no cost to Participants to use with or without a registered Maine WIC eWIC EBT card account.

B. Mobile Application Product Functionality

1. Displays content to Participants to promote key WIC benefit knowledge areas including approved WIC products, and authorized store and farmer sale site/market locations to maximize benefit redemption.
2. Be fully developed, readily available, and certified for use by current App Stores (i.e., Android, iOS, Google Play, etc.).
3. Provides WIC information to a diverse array of Participants enrolled in WIC.
4. Supports English and enables WIC to fully interpret existing and new features, buttons, and Banners into any language in use in the State.
5. Supports, at minimum, Amharic, Arabic, English, Spanish, French, Haitian Creole, Korean, Lingala, Burmese, Nepalese, Oromo, Dari, Pashto, Portuguese, Russian, Somali, Swahili, Tigrinya, Ukrainian, Vietnamese, Simplified Chinese, and Traditional Chinese languages, professionally interpreted.
 - a. Future languages incorporated at the request of other State agencies that use the same application must be added at no additional cost to the Department.
 - b. Must be accessible and intuitive to Participants with limited English proficiency.
6. Application text must be created, confirmed, and posted for an audience with a sixth (6th) grade reading level.
7. Detects the User's mobile phone language setting and default language displayed for available translated versions.
 - a. Users must have the option to accept a default language setting or select a different language in the device's default language.
 - i. Selected language must be displayed seamlessly in all buttons and other controls, menu options, Banner announcements, recalls, and other display items.
8. Provides Participants with their WIC food benefit balance.
 - a. When a Participant's eWIC EBT card is registered with the application, the application must:
 - i. Updated the Participant's balance and be visible in the application as made available by Maine WIC.
 - ii. Indicate if the product retrieved has a balance in the Participant's food prescription.
 - b. If the Participants eWIC EBT card is not registered, the application must indicate an authorized product, but the Participant may or may not have the product prescribed in their specific benefit set.
9. Provides Participants the WIC Approved Product List (APL) with the full list of available products eligible for WIC purchases.
10. Barcode scanning capability to scan a product UPC/PLU to determine if a product is on the Maine WIC APL.

- 11.** Allows Participants to use full or partial keyword(s) and/or full or partial UPC/PLU to search the entire APL.
- 12.** Includes food calculators for Participants to calculate the best way to redeem full food benefits by calculating different package sizes of:
 - a.** Dairy Products
 - b.** Whole Grain
 - c.** Produce
 - d.** Other calculators that may be offered as standard application functionality that are available and will increase food package redemption.
- 13.** Provides the Participant with the ability to communicate with the awarded Bidder's helpdesk or customer support and Maine WIC.
 - a.** Provide a tool allowing Participants to communicate product requests, suggestions, or problems encountered in store or with the application/product to Maine WIC while using the application.
 - b.** Provide a tool that provides Participants with the ability to communicate suggestions or problems, or request production support from the awarded Bidder using the application.
- 14.** Provides clinic information such as clinic name, address/location, and telephone number, as well as a map feature of the clinic location.
- 15.** Displays a list of WIC clinics Statewide with the ability to provide directions to each location and the ability for the User to search or filter to locate a WIC clinic in a variety of ways, including:
 - a.** Full or partial keyword;
 - b.** Distance;
 - c.** Driving directions;
 - d.** Filtered list by town/county; and/or
 - e.** Other methods as available.
- 16.** Display a list of WIC authorized stores, farmer sale sites/markets with the ability to provide directions to location where a Participant may shop for and redeem issued WIC benefits.
 - a.** Allows Users to search or filter to locate an authorized store or farmer sale site/market a variety of ways, including:
 - i.** Full or partial keywords;
 - ii.** Store or farmer sale site/market;
 - iii.** City or County;
 - iv.** Distance; and
 - v.** Other methods as available.
- 17.** Supports Maine WIC and the [Local WIC Offices](#) operations.
 - a.** Provide required and ad hoc messaging from Maine WIC to Participants, including:
 - i.** Scheduled appointment reminders.
 - ii.** Scheduled missed appointment notifications reminding the Participant to reschedule the missed appointment.
 - iii.** Ad hoc Push Notifications to support Maine WIC communication needs.
 - iv.** Informational Banners to inform Participants of special events, seasons, or messaging at the request of Maine WIC.
 - v.** Allowing Users the ability to opt in or out of messaging and Push Notifications.
 - b.** Provide other public health, nutritional, and development functionality and features, including:

- i. Helpful, easy recipes and lifestyle tips that build on education topics and encourage usage of WIC foods and ingredients in meal preparation methods to improve overall family health and lifestyle.
 - ii. Featured food groups and products that align with health objectives such as avoiding food allergies, [Potatoes USA](#), and other boards and groups that support WIC eligible foods that contribute to public health and nutrition guilds.
 - iii. [U.S. CDC's Learn the Signs](#) as a resource to parents to be aware of developmental milestones.
 - iv. Other boards, food groups, non-profits and public health oriented topics and content that promote nutrition and health among the State's most vulnerable.
 - v. Required USDA FNS mandated messaging provided by Maine WIC.
18. Providing timely and responsive application production support to support the Maine WIC mission objectives.
- a. Provide production support contact information for reporting technical issues, functional questions, and enhancement requests and billing.
 - b. Create Banners and Push Notifications that support and fulfill Maine WIC's messaging requirements for new and existing communication campaigns.
 - c. Provide Support and transition to a new Electronic Benefits Transfer (EBT) processor during Maine WIC EBT conversion timeline, as applicable.
 - d. Act as subject matter expert and provide messaging, propose content and graphics that align with Maine and nationwide WIC agency standards and expectations.
 - e. Inform Maine WIC of Participant communication and issues reported, via the application's built in communication feature, which are not typically sent to Maine WIC, including, but not limited to shopping issues, product enhancement requests and suggestions for improvements.
19. Option of introducing new features that may be incorporated with a change request, including:
- a. Transactions at farmer sale sites/markets.
 - b. Secure document uploads.
 - c. Online ordering and home delivery.
 - d. Other requests that evolve as technology and USDA FNS funding may direct or be provide to Maine WIC.

C. Reports

1. Track and record all data/information necessary to complete the required reports listed in **Table 1**:

Table 1 – Required Reports		
Name of Report		Description
a.	Mobile Application Usage Report	➤ Describes how many Users started using the application in a specified month and for the duration of the year and contract period. ➤ Indicates click counts for each feature and ad hoc messages viewed while using the application for the month and the language the page(s) were viewed in.

2. Submit all the required reports to the Department in accordance with the timelines established in **Table 2**:

Table 2 – Required Reports Timelines		
Name of Report		Period Captured by Report
		Due Date
a.	Mobile Application Usage Report	Monthly
		Ten (10) calendar days after the end of each Month.

PART III KEY RFP EVENTS

A. Vendor Self Service System (VSS)

1. The Office of State Procurement Services Vendor Self Service System website is found at the link below: <https://www.maine.gov/dafs/bbm/procurementservices/vendors/vendor-self-service-system>
2. A copy of the RFP and all associated documents will be published in VSS.
3. Only documents published in VSS will be considered binding.
4. Any interested party may view open solicitations in VSS using the Public Access feature.
5. Vendors must have an active User ID and password in VSS to submit questions and respond to solicitations, including this RFP.
 - a. Vendor registration instructions and User Guide may be found at the link above, which include steps for searching for an existing account/User ID, or registering for a new account/User ID.
 - b. Vendors interested in responding to a solicitation are encouraged to obtain a User ID and password for VSS as soon as possible.
6. Vendors must have an active Vendor Code (VC or VS) to contract with the department.

B. Questions

1. **General Instructions:** It is the responsibility of all Bidders and other interested parties to examine the entire RFP and to seek clarification, in writing, if they do not understand any information or instructions.
 - a. Questions must be submitted in VSS as soon as possible but no later than the date and time published in VSS.
 - b. Questions should be clearly stated and reference the applicable section and/or page number of the RFP.
 - c. The Department assumes no liability for assuring accurate/complete/on time transmission and receipt.
2. **Question & Answer Summary:** Responses to all questions will be compiled in writing and published in VSS no later than seven (7) calendar days prior to the Proposal Submission Deadline. It is the responsibility of all interested parties to go to VSS to obtain a copy of the Question & Answer Summary. Only those answers issued in writing in VSS will be considered binding.

C. Amendments

All amendments released in regard to the RFP will be published in VSS. It is the responsibility of all interested parties to go to VSS to obtain amendments. Only those amendments published in VSS are considered binding.

D. Proposal Submission

1. **Proposals Due**
 - a. Proposal submissions must be received no later than the Proposal Submission Deadline (closing date) published in VSS.
 - b. Any proposal submissions or any additional or revised proposal files received after the Proposal Submission Deadline will be rejected without exception.

2. Delivery Instructions

- a. Proposal submissions must be submitted to the Office of State Procurement Services via VSS.
- b. Only proposal submissions received via VSS will be considered. The Department assumes no liability for assuring accurate/complete receipt.
- c. Submissions containing links to file sharing sites or online file repositories will not be accepted as submissions. Only proposal submissions that have the actual requested files attached will be accepted.
- d. Encrypted submissions received which require opening attachments and logging into a proprietary system will not be accepted. Bidders should work with their Information Technology team to ensure that the proposal submission will not be encrypted due to any security settings.
- e. File size limits are 15MB per file. Bidders may separate their submissions into multiple files, as necessary, due to file size concerns.

3. Submission Format

- a. Bidders must submit multiple files, with each file named and containing the required information as defined below.

File 1 [Bidder's Name] – Preliminary Information

PDF format preferred, and must include:

- **Appendix A** (Proposal Cover Page)
- **Appendix B** (Responsible Bidder Certification)
- **Appendix C** (Eligibility to Submit a Bid Form)
- All required eligibility documentation stated in PART IV, Section I.

File 2 [Bidder's Name] – Organization Qualifications and Experience

PDF format preferred, and must include:

- **Appendix D** (Organization Qualifications and Experience Form)
- **Appendix E** (Subcontractors Form)
- **Appendix F** (Litigation Form)
- All required information and attachments stated in PART IV, Section II.

File 3 [Bidder's Name] – Proposed Services

PDF format preferred, and must include:

- **Appendix G** (Technical Assessment Form)
- **Appendix H** (Proposed Services Response Form)
- All required information and attachments stated in PART IV, Section III.

File 4 [Bidder's Name] – Cost Proposal

Excel format preferred, and must include:

- **Appendix I** (Cost Proposal Form)
- All required information and attachments stated in PART IV, Section IV.

PART IV PROPOSAL SUBMISSION REQUIREMENTS

This section contains instructions for Bidders to use in preparing their proposals. The Department seeks detailed yet succinct responses that demonstrate the Bidder's qualifications, experience, and ability to perform the requirements specified throughout the RFP.

Bidders' proposals must follow the outline used below, including the numbering, section, and sub-section headings. Failure to use the outline specified in PART IV, or failure to respond to all questions and instructions throughout the RFP, may result in the proposal being disqualified as non-responsive or receiving a reduced score. The Department, and its evaluation team, has sole discretion to determine whether a variance from the RFP specifications will result either in disqualification or reduction in scoring of a proposal. Rephrasing of the content provided in the RFP will, at best, be considered minimally responsive.

Bidders are not to provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Additional materials not requested will not be considered part of the proposal and will not be evaluated. Bidders must include any forms provided in the submission package or reproduce those forms as closely as possible. All information must be presented in the same order and format as described in the RFP.

Proposal Format and Contents

Section I Preliminary Information (File #1)

1. Proposal Cover Page

Bidders must complete **Appendix A** (Proposal Cover Page). It is critical that the cover page show the specific information requested, including Bidder address(es) and other details listed. The Proposal Cover Page must be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

2. Responsible Bidder Certification

Bidders must complete **Appendix B** (Responsible Bidder Certification). The Responsible Bidder Certification must be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

3. Eligibility Requirements

Bidders must provide documentation to demonstrate meeting eligibility requirements stated in PART I, C. of the RFP. This documentation includes:

- a. **Appendix C** (Eligibility to Submit a Bid Form)

Section II Organization Qualifications and Experience (File #2)

1. Overview of the Organization

Bidders must complete **Appendix D** (Qualifications and Experience Form) describing their qualifications and skills to provide the requested services in the RFP. Bidders must include three (3) examples of projects, which occurred within the last five (5) years, demonstrating their experience and expertise in performing these services, as well as highlighting the Bidder's stated qualifications and skills.

2. Subcontractors

If subcontractors are to be used, including consultants, Bidders must complete **Appendix E** (Subcontractors Form) to provide a list that specifies the name, address, phone number, contact person, and a brief description of the organizational capacity and qualifications for any subcontractor to be used. If no subcontractors will be used, indicate such on the form.

3. Project Team Organizational Chart

Bidders must provide a legible organizational chart of the project team including to whom the project team reports. Note: individual project team positions are to be identified in the job description and staffing plan.

4. Litigation

Bidders must complete **Appendix F** (Litigation Form) providing a list of all current litigation in which the Bidder is named and a list of all closed cases that have closed within the past five (5) years in which the Bidder paid the claimant either as part of a settlement or by decree. For each, list the entity bringing suit, the complaint, the accusation, amount, and outcome. If no litigation has occurred, indicate such on the form.

5. Financial Viability

Bidders must provide the following information for each of the past three (3) tax years:

- a. Balance Sheets
- b. Income (Profit/Loss) Statements

Section III Proposed Services (File #3)

1. Technical Assessment

Bidders must complete **Appendix G** (Technical Assessment Form) to describe the Bidder's capability to meet the stated requirements and policies identified in this RFP.

2. Services to be Provided

Bidders must complete **Appendix H** (Proposed Services Response Form) to discuss the Scope of Services referenced above in Part II of the RFP and what the Bidder will offer, including a description of the methods and resources the Bidder will use and how each task involved will be accomplished. Bidders must also describe how the expectations and/or desired outcomes as a result of these services will be achieved. If subcontractors are involved, Bidders must clearly identify the work each will perform.

3. Bidders must provide:

- a. Job descriptions detailing the primary responsibilities, duties, and required qualifications for specific job positions (do not include individual resumes) for all project staff including the project lead.
- b. A description of how subcontractors/consultants, if any, will interact with the Bidder's organization, (i.e., oversight and management of subcontractors.)
- c. A staffing plan that describes the minimum staffing (position titles and time allocation) necessary to meet the requirements in Part II of the RFP.

4. Bidders must provide a realistic work plan for the implementation of the program through the initial period of performance. The work plan must be displayed in a timeline chart, and concisely describe each program development and implementation task, the month it will

be carried out, and the person or position responsible for each task. If applicable, Bidders must identify all tasks to be delegated to subcontractors.

Section IV Cost Proposal (File #4)

1. Cost Proposal Form

Bidders must complete **Appendix I** (Cost Proposal Form).

2. General Instructions

- a.** The cost proposal must include the costs necessary for the Bidder to fully comply with the contract terms, conditions, and RFP requirements.
- b.** No costs related to the preparation of the proposal for the RFP, or to the negotiation of the contract with the Department, may be included in the proposal. Only costs to be incurred after the contract effective date that are specifically related to the implementation or operation of contracted services may be included.

PART V PROPOSAL EVALUATION AND SELECTION

Evaluation of the submitted proposals will be accomplished as follows:

A. Evaluation Process – General Information

1. An evaluation team, composed of qualified reviewers, will judge the merits of the proposals received in accordance with the criteria defined in the RFP.
2. Officials responsible for making decisions on the award selection will ensure that the selection process accords equal opportunity and appropriate consideration to all who are capable of meeting the specifications. The goals of the evaluation process are to ensure fairness and objectivity in review of the proposals and to ensure that the contract is awarded to the Bidder whose proposal provides the best value to the State of Maine.
3. The Department reserves the right to communicate and/or schedule interviews/presentations with Bidders, if needed, to obtain clarification of information contained in the proposals received. The Department may revise the scores assigned in the initial evaluation to reflect those communications and/or interviews/presentations.
4. Changes to proposals, including updating or adding information, will not be permitted during any portion of the evaluation process. Therefore, Bidders must submit proposals that present their rates and other requested information as clearly and completely as possible.

B. Scoring Weights and Process

1. **Scoring Weights:** Proposal scores will be based on a 100-point scale and will measure the degree to which each proposal meets the following criteria. The proposal materials that will be evaluated under each section below are identified in Part IV of the RFP.

Section I.	Preliminary Information	No Points – Eligibility Requirements
Section II.	Organization Qualifications and Experience	40
Section III.	Proposed Services	25
Section IV.	Cost Proposal	35
Total		100

2. **Scoring Process:** For proposals that demonstrate meeting the eligibility requirements in Section I, the evaluation team will use a consensus approach to evaluate and score Sections II & III above. Members of the evaluation team will not score those sections individually but, instead, will arrive at a consensus as to assignment of points for each of those sections.
 - a. **Demonstrations:** The top three (3) scoring proposals following evaluation of Sections I, II and III above will be invited to provide a demonstration of the proposed solution for the evaluation team. The RFP Coordinator will contact these Bidders to request, at their own expense, a webinar demonstration and to arrange the details of the demonstration, including the date and time. Demonstrations will be limited to ninety (90) minutes and will include a demonstration of the solutions functions and will allow for the evaluation team to ask questions and receive answers. Demonstrations are anticipated to occur the week of October 26, 2026, between 8:00 a.m. and 4:00 p.m.

EST.

Following the demonstration, members of the evaluation team will arrive at a consensus regarding the degree to which the proposed solution meets the requirements of this RFP. Based on this consensus, the Proposed Services score may be adjusted (upward or downward) based on the demonstration.

Section IV, the Cost Proposal, will be scored as described below.

- 3. Scoring the Cost Proposal:** The total cost proposed for conducting all the functions specified in the RFP will be assigned a score according to a mathematical formula. The lowest bid will be awarded 35 points. Proposals with higher bid values will be awarded proportionately fewer points calculated in comparison with the lowest bid.

The scoring formula is:

$(\text{Lowest submitted cost proposal} / \text{Cost of proposal being scored}) \times 35 = \text{pro-rated score}$

No Best and Final Offers: The State of Maine will not seek or accept a best and final offer (BAFO) from any Bidder in this procurement process. All Bidders are expected to provide their best value pricing with the submission of their proposal.

C. Negotiations

1. The Department reserves the right to negotiate with the awarded Bidder to finalize a contract. Such negotiations may not significantly vary the content, nature or requirements of the proposal or the Department's Request for Proposal to an extent that may affect the price of goods or services requested.
2. The Department reserves the right to terminate contract negotiations with an awarded Bidder who submits a proposed contract significantly different from the proposal they submitted in response to the advertised RFP.
3. In the event that an acceptable contract cannot be negotiated with the highest ranked Bidder, the Department may withdraw its award and negotiate with the next-highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

D. Selection and Award

1. The final decision regarding the award of the contract will be made by representatives of the Department subject to approval by the State Procurement Review Committee.
2. Notification of conditional award selection or non-selection will be made in writing by the Department.
3. Issuance of the RFP in no way constitutes a commitment by the State of Maine to award a contract, to pay costs incurred in the preparation of a response to the RFP, or to pay costs incurred in procuring or contracting for services, supplies, physical space, personnel or any other costs incurred by the Bidder.
4. The Department reserves the right to reject any and all proposals or to make multiple awards.

E. Appeal of Contract Awards

Any person aggrieved by the award decision that results from the RFP may appeal the decision to the Director of the Bureau of General Services in the manner prescribed in [5 M.R.S.A. § 1825-E](#) and [18-554 Code of Maine Rules Chapter 120](#). The appeal must be in writing and filed with the Director of the Bureau of General Services, 9 State House Station, Augusta, Maine, 04333-0009 within fifteen (15) calendar days of receipt of notification of conditional contract award.

PART VI CONTRACT ADMINISTRATION AND CONDITIONS

A. Contract Document

1. The awarded Bidder will be required to execute an [IT Service Contract \(IT-SC\) with Confidentiality and Non-Disclosure Agreement \(NDA\)](#) including appropriate riders as determined by the issuing department. Bidders shall carefully review the IT-SC.

All exceptions will be negotiated between the awarded Bidder(s) and the State. The State will not accept any proposed exceptions as part of this RFP process. The State is not obligated to accept, negotiate, or compromise of any proposed exceptions.

The complete set of standard State of Maine Service Contract documents, along with other forms and contract documents commonly used by the State, may be found on the Office of State Procurement Services' website at the following link: [Office of State Procurement Services Forms Page](#).

Forms and contract documents commonly used by the Department can be found on the Department's [Division of Contract Management website](#).

The awarded Bidder will be required to provide a certificate of insurance on a standard ACORD form (or the equivalent) evidencing its general liability, professional liability, and any other relevant liability insurance policies that might be associated with the services provided as part of the contract resulting from this RFP.

2. Allocation of funds is final upon successful negotiation and execution of the contract, subject to the review and approval of the State Procurement Review Committee. Contracts are not considered fully executed and valid until approved by the State Procurement Review Committee and funds are encumbered. No contract will be approved based on an RFP which has an effective date less than fourteen (14) calendar days after award notification to Bidders. (Referenced in the regulations of the Department of Administrative and Financial Services, [Chapter 110, § 3\(B\)\(i\)](#).)

This provision means that a contract cannot be effective until at least fourteen (14) calendar days after award notification.

3. The State recognizes that the actual contract effective date depends upon completion of the RFP process, date of formal award notification, length of contract negotiation, and preparation and approval by the State Procurement Review Committee. Any appeals to the Department's award decision(s) may further postpone the actual contract effective date, depending upon the outcome. The contract effective date listed in the RFP may need to be adjusted, if necessary, to comply with mandated requirements.
4. In providing services and performing under the contract, the awarded Bidder must act as an independent contractor and not as an agent of the State of Maine.

B. Standard State Contract Provisions

1. Contract Administration

Following the award, a Contract Administrator from the Department will be appointed to

assist with the development and administration of the contract and to act as administrator during the entire contract period. Department staff will be available after the award to consult with the awarded Bidder in the finalization of the contract.

2. Payments and Other Provisions

The State anticipates paying the awarded Bidder on the basis of net 30 payment terms, upon the receipt of an accurate and acceptable invoice. An invoice will be considered accurate and acceptable if it contains a reference to the State of Maine contract number, contains correct pricing information relative to the contract, and provides any required supporting documents, as applicable, and any other specific and agreed-upon requirements listed within the contract that results from the RFP.

PART VII LIST OF RFP APPENDICES AND RELATED DOCUMENTS

Appendix A – Proposal Cover Page

Appendix B – Responsible Bidder Certification

Appendix C – Eligibility to Submit a Bid Form

Appendix D – Qualifications and Experience Form

Appendix E – Subcontractors Form

Appendix F – Litigation Form

Appendix G – Technical Assessment Form

Appendix H – Proposed Services Response Form

Appendix I – Cost Proposal Form

APPENDIX A

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention

PROPOSAL COVER PAGE

RFP# 202608127

Maine WIC Mobile Application Software and Support Services

Bidder Name:			
Vendor Customer Code (for current State of Maine vendors):	VC		
Chief Executive - Name/Title:			
Tel:		E-mail:	
Headquarters Street Address:			
Headquarters City/State/Zip:			
<i>(Provide information requested below if different from above)</i>			
Lead Point of Contact for Proposal - Name/Title:			
Tel:		E-mail:	
Street Address:			
City/State/Zip:			

- This proposal and the pricing structure contained herein will remain firm for a period of 180 days from the date and time of the bid opening.
- No personnel currently employed by the Department participated, either directly or indirectly, in any activities relating to the preparation of the Bidder's proposal.
- No attempt has been made, or will be made, by the Bidder to induce any other person or firm to submit or not to submit a proposal.
- The above-named organization is the legal entity entering into the resulting contract with the Department if they are awarded the contract.
- The undersigned is authorized to enter contractual obligations on behalf of the above-named organization.

To the best of my knowledge, all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.

Name (Print):	Title:
Authorized Signature:	Date:

APPENDIX B

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention
RESPONSIBLE BIDDER CERTIFICATION
RFP# 202608127

Maine WIC Mobile Application Software and Support Services

Bidder Name:	
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By signing this document, I certify to the best of my knowledge and belief that the aforementioned organization, its principals and any subcontractors named in this proposal:

- a. Are not presently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from bidding or working on contracts issued by any governmental agency.*
- b. Have not within three years of submitting the proposal for this contract been convicted of or had a civil judgment rendered against them for:*
 - i. Fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or contract.*
 - ii. Violating Federal or State antitrust statutes or committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.*
- c. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (b) of this certification.*
- d. Have not within a three (3) year period preceding this proposal had one or more federal, state, or local government transactions terminated for cause or default.*
- e. Have not entered into a prior understanding, agreement, or connection with any corporation, firm, or person submitting a response for the same materials, supplies, equipment, or services and this proposal is in all respects fair and without collusion or fraud. The above-mentioned entities understand and agree that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.*
- f. Is not a foreign adversary business entity (<https://www.maine.gov/oit/prohibited-technologies>).*
- g. Is not on the list of prohibited companies (<https://www.maine.gov/oit/prohibited-technologies>) or does not obtain or purchase any information or communications technology or services included on the list of prohibited information and communications technology and services <https://www.maine.gov/oit/prohibited-technologies> (Title 5 §2030-B).*

Name (Print):	Title:
Authorized Signature:	Date:

APPENDIX C

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention

ELIGIBILITY TO SUBMIT A BID FORM

RFP# 202608127

Maine WIC Mobile Application Software and Support Services

Bidder Name:			
Eligibility Certification			
Bidders must have a configurable mobile application (similar to WIC Services) implemented within the last five (5) years which is currently in post-production use and has been operational for a minimum of three (3) years in at least one (1) Federal or State governmental agency within the Continental United States.			
1. Does the Bidder have a configurable mobile application similar to WIC Services?		☐ Yes or ☐ No	
2. Was the proposed solution implemented within the past five (5) years?		☐ Yes or ☐ No	
3. Is the proposed solution currently in post-production use and been in operation for a minimum of three (3) years in at least one (1) Federal or State governmental agency within the Continental United States?		☐ Yes or ☐ No	

Complete the section below to demonstrate the Bidder's eligibility to submit a bid.

To Demonstrate Eligibility to Submit a Bid			
Business Reference Name:			
Reference Contact Person:			
Telephone:			
E-Mail:			
Project Start Date		Project End Date	
Include a detailed description of the project below:			

APPENDIX D

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention
QUALIFICATIONS and EXPERIENCE FORM
RFP# 202608127

Maine WIC Mobile Application Software and Support Services

Bidder Name:	
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Present a brief statement of qualifications and describe the history of the Bidder's organization, especially regarding skills pertinent to the specific work required by the RFP and any special or unique characteristics of the organization which would make it especially qualified to perform the required work activities. You may expand this form and use additional pages to provide this information.

Provide a description of two (2) projects (<i>different from the project provided on Appendix C Eligibility to Submit a Bid</i>) which occurred within the past five (5) years and reflect experience and expertise needed in performing the functions described in Part II – Scope of Services to be Provided of the RFP.

Project One			
Business Reference Name:			
Reference Contact Person:			
Telephone:			
E-Mail:			
Project Start Date		Project End Date	
Include a detailed description of the project below:			

Project Two			
Business Reference Name:			
Reference Contact Person:			
Telephone:			
E-Mail:			
Project Start Date		Project End Date	
Include a detailed description of the project below:			

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Project Three			
Business Reference Name:			
Reference Contact Person:			
Telephone:			
E-Mail:			
Project Start Date		Project End Date	
Include a detailed description of the project below:			

APPENDIX E

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention
SUBCONTRACTOR FORM
RFP# 202608127

Maine WIC Mobile Application Software and Support Services

Bidder Name:	
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If subcontractors, including consultants, are to be used, provide each individual subcontractor's business or consultant's name, contact person, address, phone number, and a brief description of the subcontractor's organizational or consultant's capacity and qualifications. Bidders may add additional Subcontractors/Consultants as needed. If no subcontractors will be used, indicate such on this form.

Subcontractor/Consultant	
Subcontractor Business or Consultant's Name:	
Contact Person:	
Address:	
Phone Number:	
E-Mail:	
Subcontractor/consultant organizational capacity and qualifications	

Subcontractor/Consultant	
Subcontractor Business or Consultant's Name:	
Contact Person:	
Address:	
Phone Number:	
E-Mail:	
Subcontractor/consultant organizational capacity and qualifications	

APPENDIX F

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention

LITIGATION FORM
RFP# 202608127
Maine WIC Mobile Application Software and Support Services

Bidder Name:	
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Provide a list of all current litigation in which the Bidder is named and a list of all closed cases that have closed within the past five (5) years in which the Bidder paid the claimant either as part of a settlement or by decree. For each, list the entity bringing suit, the complaint, the accusation, amount, and outcome. If no litigation has occurred, indicate such on this form.

Case #	
Entity Filing Suit:	
Complaint/Accusation:	
Amount:	
Outcome	
Case #	
Entity Filing Suit:	
Complaint/Accusation:	
Amount:	
Outcome	
Case #	
Entity Filing Suit:	
Complaint/Accusation:	
Amount:	
Outcome	

APPENDIX G

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention

TECHNICAL ASSESSMENT FORM

RFP# 202608127

Maine WIC Mobile Application Software and Support Services

Special Instructions

1. Bidders may obtain the Technical Assessment Form in VSS.

APPENDIX H

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention
PROPOSED SERVICES RESPONSE FORM
RFP# 202608127

Maine WIC Mobile Application Software and Support Services

Special Instructions

Bidders must submit all information describe in Part IV, Section III of the RFP.

1. Bidders may obtain the Proposed Services Response Form in VSS.
2. For staffing, Bidders must submit:
 - a. Job descriptions;
 - b. A description of the Bidder's interactions with subcontractors, if any; and
 - c. A Staffing plan.
3. Bidders must provide a realistic work plan for the implementation of the program through the initial period of performance.

APPENDIX I

State of Maine
Department of Health and Human Services
Maine Center for Disease Control and Prevention
COST PROPOSAL FORM
RFP# 202608127

Maine WIC Mobile Application Software and Support Services

Bidder Name:	
Proposed Cost:	\$

Special Instructions

1. Bidders may obtain the Cost Proposal Form in VSS.
2. Bidders must submit a cost proposal that covers the Initial Period of Performance and all Renewal Periods as defined in Part I of the RFP
3. The Total Cost is considered the Proposed Cost and will be used to score the cost proposal as defined in Part V, B.3. of the RFP.
4. The Proposed Cost must be presented as a fixed amount.