

June 8, 2026

ALL OFFERORS

FROM: Bill Ingram
Management Analyst III

SUBJECT: ADDENDUM 1 – Questions and Answers

HSS-26-070 - WIC BREASTFEEDING PEER COUNSELOR SERVICES

ADDENDUM 1 – Questions and Answers

All other terms and conditions remain the same.

THE ATTACHED ADDEDNUM HEREBY BECOMES A PART OF THE ABOVE SOLICITATION.

If you have any questions, please email DHSS_DPH_Contracts@delaware.gov.

Addendum 1 – Questions & Answers Public Q&A

1. Indirect Costs

Vendor, May 26, 2026 4:50 PM EDT, Not Public - Pending

Hello, are indirect costs allowed to be added to the budget? If so, what is the allowable rate?

Answer - Yes, it can be added. The indirect cost is 19.6%.

2. RFP Questions

Vendor, May 31, 2026 9:45 PM EDT, Not Public - Pending

- a. Can the State provide the total funding amount awarded under the most recent Breastfeeding Peer Counselor Services contract(s), including the number of awarded contractors and the approximate participant volume served?

[Answer - Up to \\$100,000 per contract.](#)

- b. Does the State have a target number of WIC participants, families, or breastfeeding mothers it hopes to serve through this solicitation, either statewide or by geographic region?

[Answer - We hope to serve all of our breastfeeding and pregnant women throughout the state.](#)

- c. Based on prior experience serving within the WIC Breastfeeding Peer Counselor Program, participants have historically been referred through established WIC channels. Beyond serving referred participants, does the State encourage awarded contractors to conduct community outreach, education, and engagement activities designed to increase awareness of WIC services, identify eligible mothers, and promote breastfeeding within the communities they serve?

[Answer - Yes.](#)

- d. Additionally, would the State view community-based outreach and participant engagement efforts as a value-added component of the program when evaluating overall contractor performance and impact?

[Answer – Yes.](#)

- e. Are there geographic regions, counties, or populations within Delaware that the State considers underserved or in greatest need of Breastfeeding Peer Counselor Services?

[Answer - Yes](#)

- f. Beyond the reporting requirements identified in the RFP, are there specific performance measures, participant outcomes, or quality indicators that the State will prioritize when evaluating contractor success throughout the contract period?

[Answer – No.](#)

3. General

Vendor, Jun 01, 2026 3:23 PM EDT, Not Public - Pending

Does the department require contractors to provide staffing for “Breastfeeding Peer Counselor” and “Designated Breastfeeding Expert” to fulfill the deliverables mentioned in “Appendix B – Scope of Work”?

Answer – Yes.

4. General

Vendor, Jun 01, 2026 3:23 PM EDT, Not Public - Pending

If subcontractors are not utilized, what is required to be provided in Attachment 8 Tier II Sub-Contractor(s)?

Answer - Since subcontractors WILL NOT be permitted for this project, Attachment 8 will not be required.

5. General

Vendor, Jun 01, 2026 3:23 PM EDT, Not Public - Pending

Please clarify are only agencies or facilities that are eligible to apply for this RFP include Hospitals, federally funded Health Care facilities, Pediatric Offices, Obstetrician Offices Or any other agencies or government program that offers support to women of childbearing age or offer breastmilk as the primary source of infant nutrition.

Answer – Yes.

6. General

Vendor, Jun 01, 2026 3:24 PM EDT, Not Public - Pending

What are the Goals of the Program?

Answer - Please refer to the Scope of Work noted on page 3-6 and Appendix B.

7. General

Vendor, Jun 01, 2026 3:24 PM EDT, Not Public - Pending

Please provide a format for the cost proposal.

Answer - We do not provide a format.

8. General

Vendor, Jun 01, 2026 3:24 PM EDT, Not Public - Pending

What is required in the detailed budget proposal?

Answer - No specific requirements

9. General

Vendor, Jun 01, 2026 3:25 PM EDT, Not Public - Pending

Does the Department require only a markup for the price proposal?

Answer - Total amount.

10. General

Vendor, Jun 01, 2026 3:25 PM EDT, Not Public - Pending

Does the Department require to be included in Proposal/Executive Summary?

Answer - Please provide response to the requested information noted in the RFP and submit it in Bonfire.

11. General

Vendor, Jun 01, 2026 3:46 PM EDT, Not Public - Pending

Does the Department require certificate of insurance after award?

Answer - Yes.

12. General

Vendor, Jun 01, 2026 3:25 PM EDT, Not Public - Pending

What is the Delaware license(s) and/or certification(s) necessary to perform services as identified in the scope of work as mentioned in “A. Minimum Requirements”?

Answer - A Delaware business license and Certificate of Insurance with the required coverage noted in the RFP is required for all awarded vendors.

13. General

Vendor, Jun 01, 2026 3:25 PM EDT, Not Public - Pending

Where does the Department require contractors to provide response to “B. General Evaluation Requirements”?

Answer - Please provide all required/requested information as noted in the RFP document.

14. General

Vendor, Jun 01, 2026 3:26 PM EDT, Not Public - Pending

What does the Department require in “1. Qualifications of Vendor”?

Answer - Please refer to the Scope of Work noted on pages 3-6 and Appendix B.

15. General

Vendor, Jun 01, 2026 3:26 PM EDT, Not Public - Pending

What does the Department require in “2. Methodology Proposed”?

Answer - Please refer to the Scope of Work noted on pages 3-6 and Appendix B.

16. General

Vendor, Jun 01, 2026 3:26 PM EDT, Not Public - Pending

What specific training is required to train qualified applicants?

Answer - Delaware WIC will provide USDA Learn together Grow together curriculum.

17. General

Vendor, Jun 01, 2026 3:27 PM EDT, Not Public - Pending

Does the Department require contractors to provide cooperative pricing for different geographic regions?

Answer – No.

18. General

Vendor, Jun 01, 2026 3:27 PM EDT, Not Public - Pending

What are the agencies that could be a part of the cooperative contract?

Answer - Any agency that serves pregnant or breastfeeding moms who are WIC or WIC eligible.

19. General

Vendor, Jun 01, 2026 3:27 PM EDT, Not Public - Pending

It is mentioned that “Neither the lowest price nor highest scoring proposal will necessarily be selected”. What is the factor that will decide the award?

Answer - What is in the best interest of the State of Delaware and the Department of Health and Social Services.

20. General

Vendor, Jun 01, 2026 3:28 PM EDT, Not Public - Pending

What does the Department require in “d) Available resources” in Qualifications of vendor?

Answer - How your company’s qualifications and resources to meet the requirements noted in the Scope of Work.

21. General

Vendor, Jun 01, 2026 3:28 PM EDT, Not Public - Pending

What does the Department require in “b) Proposed activities follow a logical sequence” in Methodology Proposed?

Answer - How your company’s proposed methodology to meet the requirements noted in the Scope of Work.

22. General

Vendor, Jun 01, 2026 3:28 PM EDT, Not Public - Pending

What does the Department require in “d) Builds on existing work of the Division’s planning efforts in Methodology Proposed?

Answer - How your company’s qualifications and resources to meet the requirements noted in the Scope of Work.

23. General

Vendor, Jun 01, 2026 3:29 PM EDT, Not Public - Pending

What does the Department require in proposed costs? Does the department require hourly rates for Breastfeeding Peer Counselor and Designated Breastfeeding Expert?

Answer - Proposals are at the discretion of the respondent. Hourly or salary rates would be acceptable.

24. General

Vendor, Jun 01, 2026 3:29 PM EDT, Not Public - Pending

Please confirm that Attachments 8 and 9 represent required reporting on the part of awarded vendors and are not required to be submitted with the proposal.

Answer - Attachments 8 is required if awarded. Attachment 9 is not required since Subcontractors are NOT allowed for this RFP.

25. General

Vendor, Jun 01, 2026 3:29 PM EDT, Not Public - Pending

Please confirm that Attachment 7 – in Appendix C is NOT needed.

Answer - Attachment 7 is NOT needed since Subcontractors are NOT allowed for this RFP.

26. General

Vendor, Jun 01, 2026 3:30 PM EDT, Not Public - Pending

Where is the contractor required to provide a private office for peer counseling? Is it required while submitting the proposal or after award?

Answer - During negotiations and afterwards allowing a space for private counseling with participants.

27. General

Vendor, Jun 01, 2026 3:30 PM EDT, Not Public - Pending

Who are required to be staffed in private office for peer counseling?

Answer - Any persons in direct contact with participants.

28. General

Vendor, Jun 01, 2026 3:31 PM EDT, Not Public - Pending

Does the Department require contractors to provide only Designated Breastfeeding Expert (DBE)?

Answer – Yes.

29. General

Vendor, Jun 01, 2026 3:31 PM EDT, Not Public - Pending

As per our understanding, this is not a staffing contract. Please confirm what will be the role of the contractor in the contract?

Answer - To execute breastfeeding peer counselor services per the contract deliverables.

30. General

Vendor, Jun 01, 2026 3:31 PM EDT, Not Public - Pending

How many WIC participants currently receive Breastfeeding Peer Counselor services statewide?

Answer - Breastfeeding caseload is: 2,167.

31. General

Vendor, Jun 01, 2026 3:32 PM EDT, Not Public - Pending

Can DPH provide historical participant volumes by county for the last three years?

Answer – FY23 NCC-10,563, Kent and Sussex-10,048, FY24 NCC-12,226, Kent and Sussex-10,868, FY25 NCC 12,583, Kent and Sussex- 11,118

32. General

Vendor, Jun 01, 2026 3:32 PM EDT, Not Public - Pending

Does DPH anticipate maintaining the current service volume or expanding services during the contract period?

Answer - Maintain service volume.

33. General

Vendor, Jun 01, 2026 3:32 PM EDT, Not Public - Pending

Will awarded contractors be assigned specific geographic regions, counties, or participant populations, or may contractors propose their preferred service area?

Answer - They will serve the population in their immediate treatment area.

34. General

Vendor, Jun 01, 2026 3:33 PM EDT, Not Public - Pending

If multiple vendors are awarded, how will participants be allocated among contractors?

Answer - By service area.

35. General

Vendor, Jun 01, 2026 3:33 PM EDT, Not Public - Pending

Is there a minimum number of Peer Counselors expected for each awarded contractor?

Answer – No.

36. General

Vendor, Jun 01, 2026 3:33 PM EDT, Not Public - Pending

Are Peer Counselors required to reside within Delaware?

Answer – No.

37. General

Vendor, Jun 01, 2026 3:34 PM EDT, Not Public - Pending

Can Peer Counselors provide services remotely if they meet all program requirements?

Answer – Yes.

38. General

Vendor, Jun 01, 2026 3:34 PM EDT, Not Public - Pending

Does DPH have established staff-to-participant ratio guidelines?

Answer – There are no established participant to staffing ratios.

39. General

Vendor, Jun 01, 2026 3:35 PM EDT, Not Public - Pending

Will existing Peer Counselors currently supporting the program be available for transition to awarded contractors?

Answer – No.

40. General

Vendor, Jun 01, 2026 3:35 PM EDT, Not Public - Pending

Does DPH require bilingual Peer Counselors in specific languages beyond English and Spanish?

Answer - Desirable but not required.

41. General

Vendor, Jun 01, 2026 3:36 PM EDT, Not Public - Pending

Are background checks required for Peer Counselors, and if so, what screening requirements apply?

Answer – No.

42. General

Vendor, Jun 01, 2026 3:36 PM EDT, Not Public - Pending

Are contractors responsible for all personnel costs, including training, equipment, supervision, and travel?

Answer – Yes.

43. General

Vendor, Jun 01, 2026 3:36 PM EDT, Not Public - Pending

Is a single Designated Breastfeeding Expert sufficient for statewide operations, or does DPH expect additional clinical support based on participant volume?

Answer - One DBE is acceptable.

44. General

Vendor, Jun 01, 2026 3:36 PM EDT, Not Public - Pending

Are there minimum availability requirements for the DBE (e.g., response times, office hours, consultation hours)?

Answer - No. See contract deliverables.

45. General

Vendor, Jun 01, 2026 3:37 PM EDT, Not Public - Pending

Does DPH require submission of DBE credentials and resumes with the proposal?

Answer - Not required before the proposal.

46. General

Vendor, Jun 01, 2026 3:37 PM EDT, Not Public - Pending

Will DPH provide access to the USDA 22-hour Peer Counselor Training curriculum, or must contractors obtain and administer the training independently?

[Answer - Provided by DPH.](#)

47. General

Vendor, Jun 01, 2026 3:37 PM EDT, Not Public - Pending

Are there additional Delaware-specific training requirements beyond the USDA curriculum?

[Answer – No.](#)

48. General

Vendor, Jun 01, 2026 3:38 PM EDT, Not Public - Pending

Does DPH require annual refresher training for Peer Counselors?

[Answer - Yes, provided by DPH annually.](#)

49. General

Vendor, Jun 01, 2026 3:38 PM EDT, Not Public - Pending

Is there a preferred breast pump manufacturer or approved equipment list?

[Answer – No.](#)

50. General

Vendor, Jun 01, 2026 3:38 PM EDT, Not Public - Pending

Will DPH provide any breast pumps, or is procurement entirely the responsibility of the contractor?

[Answer - Contractor is responsible for Breast pumps in contractor's facilities.](#)

51. General

Vendor, Jun 01, 2026 3:39 PM EDT, Not Public - Pending

Are contractors expected to maintain a minimum inventory level?

[Answer – No.](#)

52. General

Vendor, Jun 01, 2026 3:39 PM EDT, Not Public - Pending

Does DPH require tracking of breast pump utilization and participant outcomes beyond distribution records?

[Answer – Yes.](#)

53. General

Vendor, Jun 01, 2026 3:39 PM EDT, Not Public - Pending

Are shipping and delivery costs for breast pumps reimbursable under the contract budget?

[Answer – No.](#)

54. General

Vendor, Jun 01, 2026 3:39 PM EDT, Not Public - Pending

What system is currently used to collect and manage participant data?

[Answer - Delaware WIC used WIC on the web \(WOW\).](#)

55. General

Vendor, Jun 01, 2026 3:40 PM EDT, Not Public - Pending

What are the data security and HIPAA requirements applicable to contractor systems?

[Answer - All data must be compliant with Delaware DTI requirements.](#)

56. General

Vendor, Jun 01, 2026 3:40 PM EDT, Not Public - Pending

Are contractors permitted to include indirect costs and administrative expenses in their proposed budgets?

Answer - Indirect cost on salaries is permitted at no greater than 19.6%.

57. General

Vendor, Jun 01, 2026 3:40 PM EDT, Not Public - Pending

Will funding be provided as a fixed award, reimbursement model, or performance-based payment structure?

Answer - Reimbursement model.

58. General

Vendor, Jun 01, 2026 3:40 PM EDT, Not Public - Pending

Are there budget limitations for administrative or overhead expenses?

Answer – No.

59. General

Vendor, Jun 01, 2026 3:41 PM EDT, Not Public - Pending

How many awards does DPH anticipate making?

Answer - Up to 4.

60. General

Vendor, Jun 01, 2026 3:41 PM EDT, Not Public - Pending

What criteria will be used to determine participant distribution among awarded contractors?

Answer - Determined by the Department based on program needs and operational considerations.

61. General

Vendor, Jun 01, 2026 3:41 PM EDT, Not Public - Pending

If a contractor serves multiple counties, will separate budgets or reporting structures be required?

Answer – No.

62. General

Vendor, Jun 01, 2026 3:41 PM EDT, Not Public - Pending

What are the most common performance challenges experienced under the current program?

Answer - Managing caseload.

63. General

Vendor, Jun 01, 2026 3:41 PM EDT, Not Public - Pending

What performance metrics have historically been used to evaluate program success?

Answer - Delaware WIC Breastfeeding Peer Counselor Program has evaluated program success using measures related to participant outreach, engagement, breastfeeding support, and breastfeeding outcomes including initiation and duration.

64. General

Vendor, Jun 01, 2026 3:42 PM EDT, Not Public - Pending

Are there minimum participant engagement standards or response-time requirements beyond the 24-hour contact expectation?

Answer – No.

65. General

Vendor, Jun 01, 2026 3:42 PM EDT, Not Public - Pending

Is there a preferred format for presenting the staffing plan and organizational structure?

Answer – No.

66. General

Vendor, Jun 01, 2026 3:42 PM EDT, Not Public - Pending

Are resumes required for all proposed key personnel or only the Program Director and DBE?

Answer - Resumes of key personnel should be included in your Proposal/Executive Summary.

67. General

Vendor, Jun 01, 2026 3:42 PM EDT, Not Public - Pending

Can DPH provide a sample reporting template or sample deliverables from the current program?

Answer – The current vendors provide required metrics on breastfeeding initiation, duration, participants served and metrics around breastfeeding pumps issue, reasons for pump issuance and outcomes. There is no standard template, and the program deliverables are included in the scope of services in the RFP

68. General

Vendor, Jun 01, 2026 3:43 PM EDT, Not Public - Pending

Is there an incumbent contractor currently providing these services, and if so, can DPH identify the incumbent organization(s)?

Answer - There are incumbents, DPH cannot identify them.

69. General

Vendor, Jun 01, 2026 3:43 PM EDT, Not Public - Pending

Is this a new contract or a rebid? If re-bid, please share the incumbent details along with the previous proposals.

Answer - DPH cannot provide this information.

70. General

Vendor, Jun 01, 2026 3:43 PM EDT, Not Public - Pending

What was the annual and total spend for the current contract?

Answer - DPH cannot provide this information.

71. General

Vendor, Jun 01, 2026 3:43 PM EDT, Not Public - Pending

What is the anticipated annual and total spend for this contract?

Answer - Up to \$100,000 per contract.

72. General

Vendor, Jun 01, 2026 3:44 PM EDT, Not Public - Pending

What is the number of requirements expected per year?

Answer - See Scope of Work in the RFP.

73. General

Vendor, Jun 01, 2026 3:44 PM EDT, Not Public - Pending

What are the locations where the selected supplier must meet the operational requirements of all in scope?

Answer - In the service area of the supplier.

74. General

Vendor, Jun 01, 2026 3:44 PM EDT, Not Public - Pending

Could you please provide the list of holidays?

Answer - Delaware's official 2026 state holidays include:

New Year's Day (January 1)
Martin Luther King Jr. Day (January 19)
Good Friday (April 3)
Memorial Day (May 25)
Juneteenth (June 19)
Independence Day (observed July 3)
Labor Day (September 7)
Election Day (November 3)
Return Day (November 5 for Sussex County)
Veterans Day (November 11)
Thanksgiving (November 26)
Day After Thanksgiving (November 27)

Christmas Day (December 25)

75. General

Vendor, Jun 01, 2026 3:44 PM EDT, Not Public - Pending

Are there any mandated Paid Time Off, Vacation, etc.?

[Answer – No.](#)

76. General

Vendor, Jun 01, 2026 3:45 PM EDT, Not Public - Pending

How many incumbents are going to be hired from each position?

[Answer - Determined by supplier.](#)

77. General

Vendor, Jun 01, 2026 3:45 PM EDT, Not Public - Pending

Is there any local preference?

[Answer – No.](#)

78. General

Vendor, Jun 01, 2026 3:45 PM EDT, Not Public - Pending

What are the current rates and mark-ups for the positions listed in the solicitation?

[Answer - DPH cannot provide this information.](#)

79. General

Vendor, Jun 01, 2026 3:45 PM EDT, Not Public - Pending

How many positions will be required per year or throughout the contract term?

[Answer - Determined by supplier.](#)

80. General

Vendor, Jun 01, 2026 3:46 PM EDT, Not Public - Pending

How many positions were used in the previous contract?

Answer - Delaware cannot provide this information.

81. General

Vendor, Jun 01, 2026 3:46 PM EDT, Not Public - Pending

How many positions will be required per year or throughout the contract term?

Answer - Determined by supplier.

82. General

Vendor, Jun 01, 2026 3:46 PM EDT, Not Public - Pending

How many positions were used in the previous contract?

Answer - Delaware cannot provide this information.

83. General

Vendor, Jun 01, 2026 3:44 PM EDT, Not Public - Pending

What is the average duration of assignment of temporary employees?

Answer - This RFP is not intended for temporary assignment employees.

84. General

Vendor, Jun 01, 2026 3:46 PM EDT, Not Public - Pending

What is the minimum wage that needs to be provided to the temporary employees?

Answer - This RFP is not intended for temporary assignment employees.

85. General

Vendor, Jun 01, 2026 3:46 PM EDT, Not Public - Pending

Will local vendors be provided additional points in evaluation?

Answer - No.

86. General

Vendor, Jun 01, 2026 3:47 PM EDT, Not Public - Pending

Can you please share the amount of business each vendor did under this contract in previous years?

Answer – This question is unclear and would need to be more specific in regards to what respondent means by “ the amount of business each vendor did” to be able to provide an answer.

87. General

Vendor, Jun 01, 2026 3:47 PM EDT, Not Public - Pending

Are you having trouble finding the talent you need?

Answer – No.

88. General

Vendor, Jun 01, 2026 3:47 PM EDT, Not Public - Pending

Has worker quality been an issue for you?

Answer – No.

89. General

Vendor, Jun 01, 2026 3:47 PM EDT, Not Public - Pending

What kind of turnover levels are you currently experiencing within your program?

Answer- Limited turnover with suppliers.

90. General

Vendor, Jun 01, 2026 3:47 PM EDT, Not Public - Pending

What are the strengths and weaknesses of your current program?

Answer –

Strengths- excellent communication and leadership, quality metrics.

Weaknesses- set contract amounts.

91. General

Vendor, Jun 01, 2026 3:48 PM EDT, Not Public - Pending

Will temporary workers have access to confidential and/or personal information (PII)? If so, what safeguards do you have in place for work from home workers today?

Answer - Vendor must use their agency approved devices only to access participant information, use of log out and log screens and only sharing PII information using encrypted files and only transmitted through approved secured email platforms.

92. General

Vendor, Jun 01, 2026 3:48 PM EDT, Not Public - Pending

What are current benefits being provided to the candidates?

Answer - Benefits are the responsibility of the awarded vendors for their employees.

93. General

Vendor, Jun 01, 2026 3:48 PM EDT, Not Public - Pending

What benefits does Department require the firms to provide to the candidates?

Answer - Benefits are the responsibility of the awarded vendors for their employees.

94. General

Vendor, Jun 01, 2026 3:50 PM EDT, Not Public - Pending

Will the Department provide the benefits or the Department?

Answer - Benefits are the responsibility of the awarded vendors for their employees.

