



*Delaware Health
And Social Services*

**DIVISION OF PUBLIC HEALTH
PROCUREMENT**

**REQUEST FOR PROPOSAL HSS-27-002, WIC BREASTFEEDING
PERFORMANCE IMPROVEMENT PROJECT
FOR
DIVISION OF PUBLIC HEALTH**

August 31, 2026

TO: ALL OFFERORS
FROM: DIVISION OF PUBLIC HEALTH, BUREAU OF CONTRACTS AND GRANTS
DHSS_DPH_CONTRACTS@DELAWARE.GOV
SUBJECT: ADDENDUM #1 TO REQUEST FOR PROPOSAL HSS-27-002, WIC BREASTFEEDING
PERFORMANCE IMPROVEMENT PROJECT

The attached sheets hereby become a part of the above-mentioned solicitation. All other terms and conditions remain the same.

If you have any questions, please contact me at DHSS_DPH_Contracts@Delaware.gov.

Eddie Mui
Management Analyst III
(302) 255-9291

ADDENDUM #1

QUESTIONS & ANSWERS

The purpose of this addendum is to provide answers to written questions submitted in response to this solicitation.

Date: August 13, 2026

1. Clarification of Minimum Qualification #2 – Breastfeeding Data Experience

Vendor, Aug 10, 2026 12:21 PM EDT, Not Public - Pending

Can Minimum Qualification #2 (breastfeeding-data experience) be satisfied through the experience of proposed key personnel/employees?

Answer – **Yes.**

2. Clarification of Appendix B Technical Deliverables and Technology Requirements

Vendor, Aug 10, 2026 12:22 PM EDT, Not Public - Pending

Could you please confirm whether the listed system-development deliverables—architecture diagram, data conversion, testing, deployment, user guide, etc.—are actually required for this project and clarify the expected technology/platform component.

Answer – **No.**

3. Budget & Financials

Vendor, Aug 12, 2026 2:29 PM EDT, Not Public - Pending

Has the State established an estimated budget range or a not-to-exceed ceiling for this procurement?

Answer – **No.**

Vendor, Aug 12, 2026 2:30 PM EDT, Not Public - Pending

What is the historical annual spend or current contract value for the incumbent vendor for similar services?

Answer – **\$68,250.00.**

Vendor, Aug 12, 2026 2:31 PM EDT, Not Public - Pending

Are there any defined cost caps for specific cost categories (e.g., hosting, software development, professional services) that we should reference while preparing the Appendix E cost proposal?

Answer – **No.**

Vendor, Aug 12, 2026 3:58 PM EDT, Not Public - Pending

What is the anticipated annual budget or not-to-exceed amount for this engagement, and, if available, what has been the annual expenditure for the incumbent scope?

Answer – **This scope of work should not exceed \$90,000.00.**

Vendor, Aug 13, 2026 1:04 PM EDT, Not Public - Pending

Can DPH share the current contract value, annual spend, or anticipated budget for this scope of work?

Answer - **This scope of work should not exceed \$90,000.00.**

Vendor, Aug 13, 2026 2:39 PM EDT, Not Public - Pending

Is there a Do Not Exceed budget amount for this project? Would DHSS share the incumbent's current contract value?

Answer - **This scope of work should not exceed \$90,000.00. The incumbent's contract value is \$68,250.00.**

4. Software & Technology

Vendor, Aug 12, 2026 2:31 PM EDT, Not Public - Pending

Does the State require a pre-existing, commercially available SaaS product, or is a purpose-built, custom-developed cloud solution hosted on AWS/Azure acceptable?

Answer – **Does not require a pre-existing platform. Yes, a custom-built cloud solution is acceptable.**

Vendor, Aug 12, 2026 2:31 PM EDT, Not Public - Pending

Does the State require transfer of software ownership or perpetual licensing rights upon contract completion?

Answer – **Yes.**

Vendor, Aug 12, 2026 2:31 PM EDT, Not Public - Pending

While the RFP prohibits subcontracting, are we permitted to integrate or license third-party software components (e.g., visualization libraries, database engines, authentication tools) within our solution?

Answer – **Yes.**

Vendor, Aug 12, 2026 2:32 PM EDT, Not Public - Pending

Does the State provide any existing cloud infrastructure, databases, or hosting environments, or must the vendor procure and manage all infrastructure independently?

Answer – **Vendor must secure independently.**

5. Staffing & FTEs

Vendor, Aug 12, 2026 2:32 PM EDT, Not Public - Pending

Does the State require a minimum number of Full-Time Equivalents (FTEs) to be dedicated to this engagement?

Answer – **No.**

Vendor, Aug 12, 2026 2:32 PM EDT, Not Public - Pending

How many FTEs are currently allocated to this project under the existing vendor?

Answer – 2 FTE

Vendor, Aug 12, 2026 2:33 PM EDT, Not Public - Pending

What are the current job titles and roles assigned to this project under the existing vendor?

Answer – **Principal Project Management.**

Vendor, Aug 12, 2026 2:33 PM EDT, Not Public - Pending

Is the five (5) years of WIC/public health experience required for the proposing organization as a whole, or specifically for the assigned key personnel?

Answer – **Yes, assigned key personnel.**

Vendor, Aug 12, 2026 3:59 PM EDT, Not Public - Pending

Please clarify what is intended by the evaluation criterion regarding the ability to “recruit, hire, schedule, and train qualified applicants” for this scope of work.

Answer – **We want to ensure the personnel assigned to our case have WIC experience.**

6. References & Qualifications

Vendor, Aug 12, 2026 2:34 PM EDT, Not Public - Pending

Are business references strictly required from WIC or breastfeeding-specific engagements, or will references from other public health data analytics programs be considered acceptable?

Answer – **WIC experience is preferred.**

7. Contract & Award

Vendor, Aug 12, 2026 2:34 PM EDT, Not Public - Pending

Does the State intend to award a single contract, or is multiple-source contracting being considered for this procurement?

Answer – **Single contract.**

Vendor, Aug 12, 2026 2:35 PM EDT, Not Public - Pending

Is there a specific service-level agreement (SLA) or performance metric (e.g., report delivery timelines, system uptime) that the State expects the vendor to guarantee beyond the requirements stated in Appendix B?

Answer – **No.**

8. Subcontracting

Vendor, Aug 12, 2026 2:35 PM EDT, Not Public - Pending

The RFP contains conflicting language regarding subcontracting. Page 12 and Appendix A explicitly state that subcontracting is "not permitted" and Attachment 7 is "not needed." However, Page 36 states that Attachment 7 "must be included if subcontractors will be involved." Kindly confirm that subcontracting is strictly prohibited for this engagement and that Attachment 7 is not required.

Answer - **Subcontracting WILL NOT be permitted, per RFP requirements, as stated in item 13. Sub-Contracting (pages 11-12) verbiage.**

Vendor, Aug 12, 2026 2:36 PM EDT, Not Public - Pending

If subcontracting is prohibited, does this restriction extend to the use of underlying infrastructure providers or commercially licensed third-party software components?

Answer – **No.**

9. Subcontracting

Vendor, Aug 13, 2026 1:04 PM EDT, Not Public - Pending

Can DPH clarify whether subcontracting is permitted, given conflicting language in the RFP?

Answer - **Subcontracting WILL NOT be permitted, per RFP requirements, as stated in item 13. Sub-Contracting (pages 11-12) verbiage.**

10. Qualifications

Vendor, Aug 12, 2026 3:58 PM EDT, Not Public - Pending

Is the requirement for “documented experience analyzing breastfeeding-related data and program performance metrics” a pass/fail minimum requirement, or may closely related maternal and child health program analytics experience satisfy this requirement?

Answer – **WIC experience preferred.**

11. Technology scope

Vendor, Aug 12, 2026 3:59 PM EDT, Not Public - Pending

If a vendor proposes to perform the required analytics within its existing HIPAA-compliant analytic environment rather than provide a client-facing SaaS application, which of the Appendix B system lifecycle requirements—SaaS configuration, UAT/training environments, Test Plan, Deployment Plan, User Guide, Architecture Network Diagram, etc.—would remain applicable?

Answer - **The lifecycle is not applicable for this RFP since it is for professional services.**

12. SaaS

Vendor, Aug 13, 2026 1:04 PM EDT, Not Public - Pending

Can DPH clarify whether this scope of work is primarily a consulting services engagement or if the selected vendor is expected to provide and host a SaaS/application platform?

Answer – **Primarily a consulting services engagement.**

13. Deliverables

Vendor, Aug 13, 2026 1:04 PM EDT, Not Public - Pending

Can DPH provide a high-level inventory, or samples, of reports, dashboards, infographics, and other recurring deliverables currently produced by Gibbous?

Answer – **No.**

14. Current Vendor Gaps

Vendor, Aug 13, 2026 1:05 PM EDT, Not Public - Pending

If there are specific gaps or enhancements DPH is hoping to address beyond the current Gibbous solution and deliverables, could you please elaborate on what they would be?

Answer – **There are none.**

15. Dashboard

Vendor, Aug 13, 2026 1:05 PM EDT, Not Public - Pending

Does DPH require an interactive dashboard/BI platform, or are reports, visualizations, and infographics sufficient?

Answer - **Visualizations and infographics are sufficient.**

16. Data Dictionary

Vendor, Aug 13, 2026 1:05 PM EDT, Not Public - Pending

Can DPH share the current data dictionary and/or a list of data elements received from state-employed and contracted peer counselors?

Answer - **DPH does not maintain a defined or formal data dictionary for peer counselor reporting. However, DPH can provide examples of the data elements currently collected to support vendors in understanding the scope and structure of the information received. i.e., breastfeeding initiation and duration for infants less than 12months, ethnicity and where these participants are being served.**

17. Data Extracts

Vendor, Aug 13, 2026 1:05 PM EDT, Not Public - Pending

Will the contractor receive data extracts only, or will direct access to source systems, databases, or reporting environments be available?

Answer – **Data extracts only.**

18. Data Access

Vendor, Aug 13, 2026 1:06 PM EDT, Not Public - Pending

What level of access will the contractor have to source systems and data? Will data be provided solely through extract files, or will direct access to systems or databases be made available?

Answer – **None. Data will be shared solely through extracted files monthly via an Excel file.**

19. Data Access

Vendor, Aug 13, 2026 1:06 PM EDT, Not Public - Pending

Will state staff and/or peer counselors need access to the contractor's solution for data entry, submission, or reporting? If so, are there specific user access requirements?

Answer – **No.**

20. Annual Survey

Vendor, Aug 13, 2026 1:06 PM EDT, Not Public - Pending

For the annual survey requirement, is the contractor expected to design, host, distribute, analyze, and report on the survey? Approximately how many participants should be assumed annually?

Answer – **Contractor will design, host, analyze and report. DPH will be responsible for distributing to our participants. Approximately 18,000 households.**

21. Meetings Expectations

Vendor, Aug 13, 2026 1:06 PM EDT, Not Public - Pending

Should respondents assume all meetings can be conducted virtually, or should travel and in-person participation be included in pricing?

Answer – **Quarterly meetings will be held virtually. Any travel associated with in-person visits should be included in the pricing. We anticipate meeting in person every other year.**

22. Incumbent Transition

Vendor, Aug 13, 2026 1:07 PM EDT, Not Public - Pending

What incumbent assets are currently used and would be available during transition (e.g., methodologies, metric definitions, report specifications, historical reports, and data dictionaries)?

Answer – **All are the property of DPH and will be available to share.**

23. Meeting Travel

Vendor, Aug 13, 2026 1:07 PM EDT, Not Public - Pending

Will all required meetings be permitted virtually, or should vendors budget for in-person meetings? If in-person participation is expected, approximately how many meetings should be assumed annually?

Answer - Quarterly meetings will be held virtually. Any travel associated with in-person visits should be included in the pricing. We anticipate meeting in person every other year.

24. Incumbent templates

Vendor, Aug 13, 2026 2:36 PM EDT, Not Public - Pending

Will DHSS share Gibbous' current quarterly and annual report templates, or the current Data Element Dictionary, as reference samples and to inform transition planning?

Answer – Yes, to perform transition planning.

25. Data Access

Vendor, Aug 13, 2026 2:37 PM EDT, Not Public - Pending

Please describe the data access the contractor will be granted (if any) to the source data. Section 4.10 mentions secure email transfer but then Appendix B Planning Phase calls for an Architecture Network Diagram & legacy data conversion from Gibbous' database. What data access and system access will the contractor have?

Answer – No access to the source data will be granted. Data will be shared solely through extracted files monthly via an Excel file.

26. Active Peer Counselor sites/agencies

Vendor, Aug 13, 2026 2:37 PM EDT, Not Public - Pending

How many Peer Counselor sites/agencies are currently active and is this number expected to grow throughout the contract term?

Answer – 4 Peer Counselor sites are active, along with the DPH 4 peer counselors. This number is not expected to grow.

27. Existing Participant Survey Instrument

Vendor, Aug 13, 2026 2:38 PM EDT, Not Public - Pending

Does an existing participant survey instrument exist from Gibbous or does DHSS expect a new instrument to be developed? If a new instrument, is IRB review required? And who owns that process and timeline (DHSS or contractor)?

Answer – **DPH does not have an existing participant survey instrument from Gibbous. The contractor will be expected to develop its own survey instrument as part of the project. The DE Privacy Board review is required, and DPH will decide the timeline.**

28. Annual Participant Web-based Survey

Vendor, Aug 13, 2026 2:38 PM EDT, Not Public - Pending

For the required annual participant web-based survey, please provide the expected respondent volume, whether the instrument must be available in languages other than English, and whether it must meet additional state accessibility requirements.

Answer – **We assume approximately 3000 responses and must be offered in English, Spanish and Haitian Creole. Yes, it must meet state accessibility requirements.**

29. Parallel/Overlap Period

Vendor, Aug 13, 2026 2:38 PM EDT, Not Public - Pending

Will there be a parallel/overlap period with Gibbous before their contract ends, and will DHSS facilitate direct knowledge transfer meetings with Gibbous as part of the transition?

Answer – **No. Yes, DPH will facilitate direct knowledge transfer.**

30. Section 1.2

Vendor, Aug 13, 2026 2:39 PM EDT, Not Public - Pending

Section 1.2 states DPH acknowledges some phase activities "may not apply depending on the system used by the vendor." Given that Section 4.10's actual Scope of Services describes file-based analytics and reporting rather than a hosted application, please confirm whether the Architecture Network Diagram, Test Plan, Product Deployment Plan, and User Guide deliverables apply to this procurement, or whether they are carried over from a prior system-based RFP template and are not applicable to a services-only engagement.

Answer – **No, this is a services only engagement.**

31. Section 4.10.1 - number of source systems

Vendor, Aug 13, 2026 2:40 PM EDT, Not Public - Pending

Section 4.10.1 references breastfeeding data from "Delaware WIC's electronic data systems" and separately names "the DE WOW system" for risk information, distinct from Gibbous. Please confirm how many distinct source systems (e.g., Gibbous, DE WOW, others) will feed data to the contractor, and whether all systems deliver via the same secure email/file transfer method.

Answer – **The only system that will deliver data is our sole source, which is DE WOW.**

32. Section 4.10.6

Vendor, Aug 13, 2026 2:40 PM EDT, Not Public - Pending

Section 4.10.6 permits data visualizations via "web-based platforms" as one acceptable format. Does DHSS have an existing enterprise BI platform (e.g., Tableau, Power BI) that contractor deliverables are able to integrate with or be hosted on, or may the contractor propose and host its own platform?

Answer – **The contractor should propose and host its own platform.**

33. Section 4.10.6 - expected number and refresh frequency of standardized visualizations

Vendor, Aug 13, 2026 2:42 PM EDT, Not Public - Pending

Section 4.10.6 requires the contractor to "develop standardized data visualizations to display key breastfeeding metrics and peer counselor performance indicators," separate from the two annual infographics also required in this section. Please specify the expected number and refresh frequency of these standardized visualizations (e.g., a fixed set updated quarterly alongside each report, or an ongoing/expanding library), and confirm whether they are distinct deliverables or are satisfied by the visualizations already embedded in the Quarterly and Annual reports.

Answer - **A fixed set updated quarterly alongside each report.**

34. Section 1.2 - five project lifecycle phases

Vendor, Aug 13, 2026 2:41 PM EDT, Not Public - Pending

Section 1.2 defines five project lifecycle phases (Planning, Configuration and Customization, Testing and Deployment, Operations and Support, Transition-Out) by deliverable sequence but

does not specify durations. Given the January 1, 2027 estimated project start date, please provide DHSS's expected timeline (in weeks or months) for completing Planning through Testing and Deployment before Operations and Support begins, including when the first Quarterly Breastfeeding Quality.

Answer – We propose up to 90 days. The first quarterly report should be made available April 2027.

35. Ad hoc analytic support for new grant opportunities, review of new peer counselor tools/technologies, and facilitation of quarterly review and planning meetings with WIC central office, peer counselors, and Contracted Peer Counselor representatives

Vendor, Aug 13, 2026 2:41 PM EDT, Not Public - Pending

The base RFP's Background section describes ad hoc analytic support for new grant opportunities, review of new peer counselor tools/technologies, and facilitation of quarterly review and planning meetings with WIC central office, peer counselors, and Contracted Peer Counselor representatives. These activities are not enumerated in Appendix B Section 4.10's Scope of Services. Please confirm whether these are in scope for this contract and, if so, whether they are included within the ongoing technical assistance described in Section 4.10.7 or represent additional, separately scoped effort.

Answer – They should represent additional, separately scoped effort.