

RFP# 107: Vermont Responsible Gaming and Problem Gambling

TO: Bidders and Interested Parties
FROM: Department of Mental Health (DMH)
DATE: December 14, 2023
RE: RFP Questions and Responses

ISSUE DATE: 12/04/2023**QUESTIONS DUE: 12/14/2023, 4:30pm ET****RFP RESPONSES DUE BY: 12/22/2023, 4:30pm ET**

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1. **2.1.1 How many Agents are expected to answer calls and chats to the “24/7 Helpline”?**
 - a. Staffing should be sufficient to cover 24/7 shifts.

 2. **2.1.1 What are the anticipated percentages of call vs chat volume? What is the anticipated volume and duration of call and chat interactions?**
 - a. Using national metrics as a proxy, the volume of chat and texts is 1% or less than the call volume. To access the national dashboard visit [National Problem Gambling Helpline Dashboard - Incoming Traffic | Tableau Public](#)

 3. **2.1.1 Are there call volumes that you see with other agencies that could be used as a proxy for estimation?**
 - a. Sports betting is brand new to Vermont and the volume of calls is difficult to anticipate. We encourage you to look to other states for proxies. For example, Massachusetts received 872 call/chat in the first month following the legalization of sports betting. Vermont’s population is 10% of Massachusetts.
 - b. The vast majority of calls in the first few months for other states have been people calling the wrong line, seeking information about their login, passwords, and how to engage with the site. The number of callers truly seeking problem gambling help is expected to be much smaller than the total calls.

 4. **2.1.1 How will this initiative intersect with the new ADS Contact Center Platform roll out (on AWS Connect) across agencies next year?**
 - a. There is no information on this at this time.



5. **2.1.1 How many call journeys will the 24/7 Helpline include for launch?**
 - a. Unknown

6. **2.1.1 Would an automated Chatbot (instead of a Live Agent) solution to answer some chat interactions be acceptable?**
 - a. The state has not considered an automated Chatbot option. Vendors can specific how this may be used in their proposals. For safety purposes an automated system would need to be able to convert to Live agent if risk is detected.

7. **2.1.2 For the media campaign, can you provide any budget parameters for Year 1 and/or performance metrics that you need to achieve?**
 - a. Current budget allocation is \$50,000 with some flexibility based on proposals. Performance metrics will be established through the contracting process.

8. **2.1.2 Is there a separate budget for ad buying or do you anticipate that to be included in the RFP response budget?**
 - a. Please include.

9. **2.1.2 Should we plan for a statewide marketing campaign or are there specific regions/cities where you want to focus on?**
 - a. Statewide

10. **2.1.1 is there a set number providers that need to be included in the Gambling Provider Network at launch?**
 - a. The aim is to have at least one resource per ten regions of the state designated to serve as community mental health agencies [Designated and Special Services Agencies | Department of Mental Health \(vermont.gov\)](#)

11. **2.1.2 Is a new website in scope for this project and/or website enhancements? If yes, what are the functional requirements?**
 - a. Website functionality should include information on resources and link to chat

12. **2.1.2 Are there critical targets the state needs to hit in year 1, 2, 3 that the vendor should be aware of such as desired launch date (ie, go live dates, campaign start, network available)?**
 - a. Sports wagering is expected to be legalized mid-January of 2024. Vermont plans to utilize national resources until a state specific resource can be implemented.

13. **2.1.1 Are there other vendors or agencies that DMH is currently working with that selected vendor would help support and partner with?**



- a. **The Department of Liquor and Lottery will be managing the self-exclusion process and will be an important partner to this work, as will the chosen sports wagering operators**

14. **2.1.1 Will vendor be responsible for staffing resources to answer calls to the hotline?**

- a. Yes

15. **2.1.1 Does the agency intent to hire call center employees full-time and/or skill up existing call center employees to support over time?**

- a. There are no existing call center employees specific to problem gambling at this time, therefore the state is looking to partner with other call center resources in state or in neighboring states to build this capacity

16. **2.1.2 Is there an internal Agency marketing team that will partner on the marketing campaign? If so, what are their roles and what specifically do you need the vendor to manage vs the internal team?**

- a. Both the Dept of Mental Health and the Dept of Liquor and Lottery have marketing and communications staff that will partner on the marketing campaign. The vendor will be able to leverage state communications resources to develop a targeted campaign.

17. **2.1.4 Will vendor be responsible for recruiting, vetting and certifying providers?**

- a. DMH is hiring a Responsible Gaming and Problem Gambling Coordinator position who will be able to assist with this process. The state is interested in learning about the support a vendor can provide toward this aim.

18. **Will the vendor be required to manage care coordination with providers? If yes, is it ongoing management?**

- a. DMH is hiring a Responsible Gaming and Problem Gambling Coordinator position who will be able to assist with this process. The state is interested in learning about the support a vendor can provide toward this aim.

19. **2.1.3 Please describe how the State envisions the integration between the VSE system and Problem Gambling Provider Network? Is that integration work an expectation of the selected vendor?**

- a. Vermont is establishing a therapeutic VSE process where players can opt for outreach and referral. DMH is hiring a Responsible Gaming and Problem Gambling Coordinator position who will be focused on the integration of this process. The state is interested in learning about the support a vendor can provide toward this aim. The state goal is to have high accessibility and ease of use for VSE, as well as an optional therapeutic component.

20. **2.1.3 In what form does the State expect “therapeutic options for support” to be delivered? (ex: mail, phone and automated vs human needed)?**



- a. The state has not defined how outreach must be conducted and is interested in options proposed by vendors.
21. **2.1.3 in what form does the State expect “education and referral options” to be delivered? (ex: mail, phone and automated vs human needed)?**
- a. The state has not defined how outreach must be conducted and is interested in options proposed by vendors.
22. **2.1.2 Are there any media channels that are out of scope for the media campaign?**
- a. No
23. **2.1.4 Regarding maintaining the provider network, are you currently leveraging any specific technology to maintain records in other Agencies that you want to leverage?**
- a. No
24. **2.1.4 What integrations to technology platforms and systems are required for launch? Are these integrations in scope for this RFP?**
- a. Ultimately there will be a need for integration with VSE and therapeutic referral options, as well as promotion of responsible gaming resources within operator platforms
25. **2.1.4 Have any decisions been made in which platform/system the Problem Gambling Provider Network?**
- a. No
26. **2.1.2 Does State have a preference where Website/Digital Presence is hosted? (is State website or standalone) 2.1.4 Problem Gamgling Provider Network.**
- a. The state is open to a standalone that can be linked through DMH and DLL websites, or fully hosted there
27. **2.1.2 What governance, security, and compliance requirements for data storage of this project and what are the Vermont State legislative policies?**
- a. The State’s Cybersecurity Standards and Directives can be found through the Agency of Digital Services: <https://digitalservices.vermont.gov/cybersecurity/cybersecurity-standards-and-directives>
28. **2.1.2 Are there data requirements related to media campaign around privacy inclusions and exclusions?**
- a. This depends on what is proposed for the media campaign
29. **2.1.2 Does the agency have existing customer experience measurement tools or do they need the vendor to supply reporting?**
- a. Need the vendor to supply reporting



30. **Is there a submission template that the state would like to use? (should we use generic VT bidder response form)?**
- a. There is no submission template required for this RFP.
31. **Is Agency of Human Services/DMH working with any other state Agencies to help support this initiative?**
- a. The Vermont Department of Liquor and Lottery
32. **2.1.2 Will the State of VT manage media buys and marketing implementation costs separately, or will you need the vendor to manage end to end?**
- a. Current RFP requests those costs be included in the proposal
33. **Does the State of VT require one vendor to provide all services requested in the RFP? (please confirm)**
- a. No
34. **3.5.1 What “Agency organizational capacity” does the State of VT desire to achieve? Please provide more context, thanks.**
- a. Looking for a vendor that has the organizational capacity to accept Vermont callers to a gambling helpline, and the staff and expertise to support Vermont in establishing a well-integrated responsible gaming and problem gambling program.

