

Request for Information  
App Development and Web Design Services for  
the Cannabis Control Commission

April 7, 2021

COMMBUYS BID #: BD-21-2018-CNB-CNB3-60758



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## 1. Purpose of RFI

The purpose of this Request for Information (RFI) is to solicit relevant information regarding the procurement of an application, "app" development, or web design services. The Cannabis Control Commission (the **Commission**) seeks to engage vendors to (i) build a platform (the Platform) to facilitate the distribution of job opportunities in the cannabis industry across the Commonwealth of Massachusetts to increase the hiring of individuals disproportionately impacted by the "War on Drugs" and marijuana prohibition and (ii) estimate the costs associated with building, hosting, and maintaining the Platform. The Commission seeks to develop the Platform with the following goals:

- Increase the visibility of job opportunities for individuals disproportionately impacted by the War on Drugs and marijuana prohibition.
- Develop an accessible network between Marijuana Establishments and prospective employees;
- Track the application and hiring practices of Marijuana Establishments to facilitate data-driven decisions regarding Commission policies; and
- Provide Marijuana Establishments with a platform to share job opportunities and increase the overall hiring of individuals disproportionately impacted.

The Commission will consider all responses for app development and web design services. The information gained from this RFI will guide and assist the Commission in developing possible future procurements.

## 2. Information Solicited

### A. Scope

The Commission seeks information to inform the possible procurement of app development and web design services to support the Commission's equity mandate. Equity is a key component of the Commission's mission. The Commission's governing laws require that the agency establish "procedures and policies to promote and encourage full participation in the regulated marijuana industry by people from communities that have previously been disproportionately harmed by marijuana prohibition and enforcement and to positively impact those communities."



The Commission seeks information on 1) app and web development services; 2) the cost associated with building the platform; 3) the costs associated with hosting and maintaining the platform; and 4) the technical requirements associated with such services.

## **B. Specifications and Functional Requirements**

Respondents are requested to review the specifications and functional requirements mentioned in this section to guide their responses to this RFI and provide information they believe will help the Commission to procure the services needed to meet its app development and web design plan needs. While this RFI outlines important requirements to address, it is not intended to be a complete list or a "must-have" requirements list. The Commission encourages the respondents to share features of their services that will support the Commission's interest in app development and web design that may be rendered. If applicable, please list if and how a respondent might collaborate with another entity to address any or all functional areas as outlined.

The Commission requires app development and web design services to aid in its mission to encourage participation in the adult-use cannabis industry by individuals and communities disproportionately impacted by the War on Drugs and Marijuana prohibition. The Commission seeks to build and maintain an app or web platform to facilitate the distribution of job opportunities in the cannabis industry across the Commonwealth of Massachusetts. The platform would provide a network for Marijuana Establishments and relevant job opportunities and facilitate the application process by allowing users to upload resumes and cover letters. Additionally, the platform would include data tracking and information management services to inform the Commission's policy decisions regarding the Social Equity Program.

Please include information or materials pertinent to and appropriate for the Commission to identify and assess industry standards, best practices, performance measures, and price structures relating to app development and web design services described in this RFI, including but not limited to the following:

- Designing and building an app or web platform to facilitate the distribution of job opportunities in the cannabis industry across the Commonwealth and the hiring of intended audiences, including:
  - Function to facilitate the uploading of resumes and cover letters by prospective employees/intended users;
  - Functionality for mobile phones and screen readers;
  - Function to facilitate the sharing of job descriptions;



- Function to facilitate the initiation of the hiring process (i.e., an invitation to a phone screening off-site);
- Description of potential employer search algorithms to mitigate the risk of encoded bias. The algorithms should not function to discriminate against protected classes of individuals or disfavor certain geographical locations, e.g., Areas of Disproportionate Impact;
- Function to create "geo fences" where both employers can use geographic fences to hire directly from Areas of Disproportionate Impact (ADIs), and where employees can search for job opportunities in their respective communities;
- Assessments to help identify relevant transferable skills for intended users
- Function to protect Commission data;
- Function to allow potential employers access to user information that is not otherwise protected or confidential;
- Require users to execute a release of this information to the Commission and potential employers. Require a complaint process for users and potential employers to identify concerns about the application, e.g., the misuse or breach of user data.
- Data tracking functionality that provides real-time reports and analytics on various data specific to the hiring of intended audiences
- Expectations and standards regarding Intellectual Property rights.
- Expectations and standards regarding the return and/or destruction of Commission data and user information at the end or immediately after the end of the engagement.

Respondents are requested to provide information on:

- The type and quality of app or web platform utilized in the industry, including information on the type of scope of services, how the platform performs the above specifications and functionalities (and any additional functionalities), whether the system is cloud-based, and information security practices;
- To the extent possible, include an estimated planning and implementation timeline for building and developing the app or web platform as well as the requirements for maintaining and hosting the platform;
- Support and maintenance offerings for the Platform (including, as applicable, update frequencies, error response, and resolution);
- Years of experience in app development/web design; and



- Estimated costs for the system in U.S. dollars using the following table.

### 3. Costs table – Quarterly estimated costs and descriptions (where applicable)

Respondents are requested to provide estimated costs for the items below on a quarterly basis. Please include bundling discounts where applicable.

| Cost Item   | Estimated Cost(s) per Quarter |
|---|-------------------------------|
| App development/web design                                |                               |
| Function build-out for secure document sharing (security) |                               |
| Transferable Skills Assessment Build Out                  |                               |
| Data tracking and analytics operation                     |                               |
| System Support and Maintenance                            |                               |
| Platform hosting  |                               |
| Other (please specify)                                    |                               |
| Total:  |                               |

### 4. General Instructions

This RFI is issued solely for the purpose of obtaining information. Nothing in this RFI and no action taken during the review process shall be interpreted as a commitment on the part of the Commission.

- A. Response Submission.** All responses to this RFI are due **no later than [04/16/2021]**. Respondents should submit one (1) electronic copy of the response via e-mail to the RFI contact listed below. All responses must include on the first page the official name of the firm or entity submitting the response. Please consecutively number all pages of the response. Responses should be submitted in the format specified in **Section 4.E** of this RFI.
- B. Respondent Questions.** Potential respondents who have questions regarding this RFI may e-mail them to the contact listed below by **[04/03/2021]**. Respondents may only make inquiries and request clarification concerning this RFI by written questions via e-mail. Responses to inquiries and clarification questions will be provided at the discretion of the Commission electronically to all interested parties.
- C. Response Timeline.**



| Action   | Date      | TIME (all times EST) |
|--|-----------|----------------------|
| Release RFI                                    | 4/7/2021  | 5 pm                 |
| Respondent Questions Submission Deadline       | 4/16/2021 | 5 pm                 |
| CCC's Responses to Respondent Questions Posted | 4/22/2021 | 5 pm                 |
| RFI Submission Deadline for Respondents        | 4/30/2021 | 5 pm                 |

**D. Response Content.** Responses should (1) include the content requested in **Section 2.B** to provide information on how the app development/web design services meet the Commission's needs, as well as a completed estimated Costs Table and (2) a cover letter with the information as set forth in **Section 4.F**.

**E. Response Format.** The Commission requests that all responses are typewritten. The font must be Times New Roman or similar, size 10 point or larger. Respondents are requested to limit their responses to 10-15 pages for this RFI.

**F. Response Cover Letter and Information Requested.** Respondents must provide a cover letter that is signed by an authorized representative of the Respondent, and that includes the following organizational information about the Respondent:

- Company Name (list parent company and relationship to patent company as well);
- Company Address;
- Company Website; and
- Contact name and information (e-mail address required).

**G. Cannabis Control Commission RFI Contact Information.** Please direct the RFI responses to the following contact person:

Cannabis Control Commission  
ATTN: Cedric Sinclair  
Chief Communications Officer  
Union Station  
2 Washington Square  
Worcester, MA 01604  
E-mail: [Cedric.Sinclair@CCCMass.com](mailto:Cedric.Sinclair@CCCMass.com)

Respondents are prohibited from communicating directly with any employee of Commission with regard to the subject matter of this RFI except as specified above, and



no other individual from the Commission is authorized to provide any information or respond to any question or inquiry concerning this RFI. Respondents may contact the RFI contact person above in the event the respondent is having trouble obtaining any documents or completing this RFI.

## 5. General RFI Information

- A. **Additional Information.** The Commission retains the right to request additional information from respondents that have met the requirements of this RFI. The Commission may, at its sole discretion, elect to request formal presentations, further explanation or demonstrations from certain respondents which will include the detailed requirements and success criteria for the procurement and be based, at least in part, on the responses received from this RFI.
- B. **Review Rights.** Responses to this RFI may be reviewed and evaluated by Commission staff or delegee at the discretion of the Commission, including independent consultants retained by the Commission now or in the future.
- C. **Use of RFI Information.** Please note that this RFI is issued solely for the purpose of obtaining information. The RFI does not obligate the Commission to issue an RFR nor to include any of the RFI provisions or responses in any RFR. No part of the response to this RFI will be returned. Receipt of RFI responses will not be acknowledged.

Information received in response to this RFI shall serve solely to assist the Commonwealth in the development of policy. No information received in response to this RFI is binding on the Commonwealth or any of its agencies. Responding to this RFI is voluntary and will not affect consideration of any proposal submitted in response to any subsequent procurement or solicitation.

Responses to this RFI become the property of the Commission and are public records under M.G.L. c. 4, § 7(26). Information provided in response to this RFI and identified by the respondent as trade secrets or commercial or financial information, or which the Commission has determined is such, shall be kept confidential to the extent permitted by law and shall be considered by the Commission as exempt from disclosure as a public record (according to G.L. c. 4, § 7(26)(g) This exemption may not apply to information submitted in response to any subsequent procurement solicitations. All other information is otherwise subject to Public Records Law regardless of confidentiality notices set forth on such writings to the contrary.





- D. *Electronic Distribution.*** This RFI has been distributed electronically using COMMBUYS. No individual may alter (manually or electronically) the RFI or its components.
- E. *RFI Amendments.*** Interested parties are solely responsible for any addenda or modifications that are subsequently made to this RFI. The Commission and its staff accept no liability and will provide no accommodation to interested parties who fail to submit amendments to this RFI.
- F. *Costs.*** All costs incurred in responding to this RFI or in support of activities associated with this RFI shall be the sole responsibility of the respondent. The Commission shall not be held responsible for any costs incurred by respondents in preparing responses to this RFI.

