Broward County Housing Authority
Solicitation Number: RFP 16-249

Website Design & Development Services

DATE: June 23, 2017

TO ALL PROSPECTIVE BIDDERS

PLEASE NOTE THE FOLLOWING ADDITION:

Page 6, paragraph 4, Purpose*: "BCHA would like to use an industry standard platform such as but, not limited to **WordPress and**/or Dreamweaver instead of a proprietary Content Management System (CMS)."*

PLEASE NOTE THE FOLLOWING CHANGES/CLARIFICATIONS:

No change in proposal due date.

QUESTIONS/CLARIFICATIONS
The following questions (shown in italicized text) were submitted by prospective proposer(s). BCHA's responses are presented here (shown in bold text).The submitters' names and email addresses have been removed due to privacy requirements.

1. *The reference RFP document states that "BCHA would like to use an industry standard platform such as but not limited to Dreamweaver instead of a proprietary Content Management System (CMS)." Sitecore is a proprietary CMS built on Microsoft. Net with extensible APIs. Are you open to Sitecore as possible platform, does this rule Sitecore out from the start?*

   Answer: BCHA's preference is towards an industry standard platform. However, we would not rule out a proprietary CMS such as you described built on Microsoft .Net with extensible APIs.

2. *Can you please share any details related to overall goals from the Broward County Housing Authority (BCHA) and reason behind this requirement for a new website. (For example: Does BCHA have overriding goals related to overall marketing, better engagement and improving overall satisfaction? Is there a plan to measure those requirements?*

   Answer: Our reason behind this requirement for a new website is to enhance user functionality. Currently we do not measure these requirements. However, we would like to have the ability to measure those requirements.

3. *Does BCHA desire to implement Personalization for the website and related mobile apps (i.e. leveraging technology to present personalized content to each website visitor depending on their role, interest and other factors)?*

   Answer: Yes, BCHA is desirous of Personalization for the website.

4. *Does BCHA prefer to have the website servers hosted on premises and manage in house or hosted and manage in the cloud. Please identify which of the following choices are acceptable and indicate preference with as much detail as possible:*
   a. *Hosted and managed on premises using in-house technical resources.*
   b. *Hosted by a local hosting provider or national cloud provider in a IaaS (Infrastructure as a Service) architect and where the VMs and apps are managed by in-house technical resources.*
   c. *Host by a cloud provider in PaaS, with apps are managed by in-house technical resources.*

   Answer: Hosted and managed by a cloud provider where most IT technical activities are done by the provider and where in-house resources are responsible only for authoring & publishing content and marketing functions.

   Currently we are hosted by GoDaddy, but are open to other cloud host providers. As per the RFP (section 5(g)) please provide quotes for both hosting website options outlined.

5. *Can you please provide guidance on the number of website visitors per month on average with any detailed reports that show the distribution and scale up/down requirements throughout the year (this would help us with pricing)?*

   Answer: Currently we do not measure web traffic. However, we would like to have the ability as part of the new web update.

6. *What does the BCHA team currently like about your existing platform that you would like to see in your future platform?*

   Answer: Approximately 25% which consist mostly of content text we would like replicated in future platforms.

7. *What does the BCHA team not like about your existing/ what is missing?*

   Answer: Please refer to Section 5, Scope of Works for further improvement desired by BCHA.

8. *Please provide guidance on the range of budget available for this project as follows (this will help us to determine if our solution match):*
   a. *Initial budget for purchase software + planning, design and implementation.*
   b. *Annual budget for hosting maintaining and updating the website.*

   Answer: a. Please see Question 14 for answer to Question 8 a.

b. Budget to be determined

9. *Finally, to help us understand how to structure the proposal and what to target, please provide the platforms or tools used today for the areas listed in the table below. Please indicate with which of the below the new website platform will need to integrate:*
.

Functionality	Is it done today? [Yes/No]	If yes, how is it being done today? [Name of tool(s)]	Priority: Is it needed in phase I or future?
Campaign and triggered e-mails	No	N/A	Future
A/B and Multivariate testing	No	N/A	Future
Personalization	No	N/A	Phase 1
Marketing Automation	No	N/A	Phase 1
Analytics	No	N/A	Phase 1
CRM	No	N/A	Phase 1
Commerce/PIM	No	N/A	Phase 1
Digital Asset Management (DAM)	No	N/A	Phase 1
Document Management	No	N/A	Future
Landing Page / Campaign Management	No	N/A	Phase 1
Other	No	N/A	Phase 1

10. *Can companies outside of the USA apply for this proposal?*

Answer: There is nothing preventing a company from outside the USA to participate in the procurement process.

11. *Whether we need to come over there for meetings?*

Answer: The awarded firm is expected to physically attend meetings.

12. *Can we perform the tasks (related to RFP) outside the USA?*

    Answer: Some tasks may be performed outside the USA but not all. Again, it is expected that the awarded firm will be attending various meetings.

13. *Can we submit the proposals via email?*

    Answer: No, the RFP must be submitted as per the instructions listed in the RFP.

14. *What is your budget for this project?*

    Answer: We have budgeted $20,000 for this project. However, this budget may not reflect the current marketplace. Should the budget be too low or high, it will be adjusted accordingly. Please refer to the scope of work to help determine a fair and reasonable cost for this project.

15. *From what part of the Broward County Housing Authority Budget will funds for this work be drawn? General Expenses, HAP Payments, Administrative Expenses, or elsewhere in the Housing Authority's budget?*

    Answer: This project will be funded by the Central Office Cost Center budget.

16. *The RFP describes an "intranet homepage" on page 5. Is the scope of this requirement a single page, or a more robust intranet. If more robust, what more information can the Housing Authority provide about expected scope and/or current systems this Intranet will be replacing?*

    Answer: This will be a new page. The purpose will be to host internal forms such as timesheet, travel request, etc.

17. *The RFP describes that the Vendor will "Recommend" a CMS. Please confirm: vendor will recommend CMS and build the new website in the recommended CMS?*

    Answer: WordPress is an acceptable industry standard.

18. *The RFP mentions Dreamweaver as an acceptable industry standard platform. Can the Housing Authority confirm that Open Source CMS including Drupal and WordPress are acceptable industry standards?*

    Answer: WordPress is an acceptable industry standard.

19. *For the optional translation service, how many additional Spanish pages should we expect to translate and implement? How many Creole pages?*

    Answer: This will depend on the amount of English pages to be translated.

20. *Can vendors consider travel and accommodation expenses as reimbursable? (section 6.3)*
    Answer: Yes, as per section 6.3., travel and accommodation expenses should be listed and described as appropriate.

21. *Will the Housing Authority consider accepting digital submission of proposals, in lieu of printed, bound, and mailed submissions?*

    Answer: Digital submission of proposals cannot be accepted in lieu of printed, bound and mailed submissions. Please refer to section 9., Response Submission, for more details.

22. *Must vendors provide proof of insurance information prior to contract execution, or at time of proposal submission? Section 8.1.1. indicates that proof of insurance may be provided just prior to contract execution but Attachment B section 8 indicates insurance should be submitted at time of proposal. We request that Attachment B be amended to match the Section 8.1.1 requirement.*

    Answer: Attachment B indicates that insurance SHOULD (not must or shall) be submitted with the proposal. Therefore, it does not conflict with Section 8.1.1. requesting proof of insurance prior to contract execution. Should the insurance not be available at the time the proposal is submitted, it SHALL not disqualify a proposer.

23. *Regarding Hosting option 1: Can the Housing Authority provide us with estimated levels of traffic (in monthly page views) that the current websites receives?*

    Answer: Currently we do not measure this traffic.

24. *Regarding Hosting option 1: What is monthly bandwidth used by the Housing Authority's current site?*

    Answer: Currently we do not measure this traffic.

25. *Regarding Hosting option 1: Does the Housing Authority require a site uptime SLA for hosting.*

    Answer: BCHA requires 99.9% of site uptime.

26. *Regarding Hosting option 1 and maintenance: Does the Housing Authority require a Support response time SLA?*

    Answer: Yes, support response time to SLA is required.

27. *Regarding maintenance: What type of maintenance and support is ideal for the Housing Authority?*

    Answer: All OS patch and upgrade.

28. *Regarding Hosting option 1: What is the Housing Authority policy on cloud-based hosting on platforms such as AWS, and managed hosting providers such as Acquia, Pantheon, WordPress VIP, WPEngine, etc?*

    Answer: BCHA is currently using GoDaddy.

29. *On page 5 of the RFP document, under "4. Purpose > Internal Stakeholders > Employees" it reads "Develop an intranet homepage to host BCHA's common shared document." Does BCHA currently have an Intranet solution in place that is to be integrated (perhaps via embedded log-in form or via a "landing page" on the main website into the new website to be developed, or is the entire Intranet platform to be developed from scratch?*

   Answer: BCHA does not have an intranet solution in place. This will have to be developed from scratch.

30. *Related to the above, are there specific requirements for the Intranet portion of the assignment that pertain to secure document/data encryption and access [considering the potential sensitive nature of "shared document(s)"]?*

   Answer: Yes. the connection must be secure.

31 *Also on page 5, under "External Stakeholders > General Public" the 3rd bullet point reads "Ability to add a secure online connection SSL for emails, Remote login for telecommutes, vendors and clients wishes to do business with BCHA."*

   Answer: This page will redirect to a https:// link. This will require an SSL certificate.

   Per the above:

   (A). Is BCHA current email platform hosted on the same server/hosting provider account as its website?

   Answer: The current Email platform is currently hosted by a third party.

   (B)   BCHA currently has a "Partner Portal" for Landlords that is external to its website broward.partnerinhousing.com*; we noticed other housing authorities in the country use the same provider for this specific service. Is the intent of BCHA to continue using this provider for the purposes of the Partner Portal for Landlords and, if so, what is the extent of the services required in this RFP in regards to the Partner Portal, beyond linking to it as appropriate?*

   Answer: The partner portal is currently hosted by our software vendor. BHCA at some time in the future would like to bring this service in house to be housed in a DMZ environment.

   (C)   Please clarify the extent of the expected functionality for "vendors and clients wishing to do business with BCHA" if they are different to what is currently serviced by way of the Partner Portal.

   Answer: Brother portal is serviced by one vendor. This will just be a re-direct to the vendor's page.

32. *On page 6, under "5. Scope of Work" bullet point "a", it reads "Consulting with BCHA's web development committee to review the current website and suggest improvements."*

   Will the selected vendor(s) be provided access to the current website's Google Analytics account, or provided reports generated from Google Analytics that can assist in the evaluation and understanding of the current website's performance, usage patterns, etc.?

   Answer: BCHA will provide any available information if needed.

33. *Also on page 6, under bullet point "e", 3rd sub-bullet point reads "Will contain graphic elements, fillable PDF forms, calendar and media files..."*

   In regards specifically to the "fillable PDF forms," it is worth noting that the ability to fill these forms on a website hinges on two factors: the PDF itself (having been created with "fillable fields") and the Web browser being used by the website visitor (some browsers allow filling of PDF files directly within the browser window/tab, while others do not). Is BCHA open to other solutions for the filling and submission of forms on its website beyond "fillable PDFs"?

   Answer: Yes, providing it is an industry standard that will not add a cost to BCHA.

34. *Also on page 6, under "5. Scope of Work" bullet point "g. Hosting website options" two hosting options are mentioned; in regards to the first one, "Vendor provides hosting (must provide admin and power user access)," can you briefly describe at a top-level BCHA's internal IT staff capabilities in regards to hosting/server maintenance?*

   Answer: BCHA wishes to have the administrator to have full control. All other account - power user access will edit content. These users cannot add/delete pages from the website.

   (A) Also on page 6 and continued on page 7, under bullet point "h" it reads "Provide estimate of 3 years maintenance for website (which includes updates within 1 business day);" can you please specify if "maintenance" refers to "content maintenance/updates," "technical maintenance (website software updates and troubleshooting)," or both? And if expected maintenance includes technical maintenance, can you please describe the role of BCHA's internal IT staff in these activities (given that "admin and power user access" are required per one of the possible hosting arrangements).

   Answer: In reference to content maintenance/updates, in the event that BCHA is required to add and/or alter a page, the vendor will provide translation service.
   Similarly if the vendor is hosting BCHA's webpage, all relative OS patches will be handled by the vendor.

35. *On page 8, under "6. Cost and Price Information" item 6.3 mentions "other services or items considered being reimbursable expenses" and "photography" is provided as an example of such a service or item. Does BCHA have an existing "image bank" that can be used by the chosen vendor in the creation of the new website (and by BCHA and/or vendor in future content updates)?*

Answer: This is under review. BCHA will provide the photography currently used on our current website.

36. *In the RFP, it says, "Ability to add a secure online connection SSL for emails, Remote login for telecommutes, vendors and clients wishing to do business with BCHA."*

I am looking for clarification on the email portion of this. Is it your intent to have a SSL-secured contact form that a site visitor completes it sends an email or are you looking to have actual email server functionality? If it is the latter, is there particular platform/server software preferred?

Answer: This is the latter; it will be a windows server with exchange 2013/2016.

37. *In the RFP, it says, "BCHA would like to use an industry standard platform….instead of a proprietary Content Management System." Is Wordpress an acceptable alternative?*

Answer: Wordpress is acceptable, alternative.

38. *Submissions:*
   - *We are an out of state vendor, is a Florida business license required?*
   - *Attachment B (8) indicates that Insurance certificates must be submitted with the proposal, but 13.6 indicates that it is not part of the proposal submission. Is it required for the proposal?*

   BCHA
   - *What is the size of the team and role of the members on the BCHA internal web team?*

Answer: Eight (8) internal community web team.

39. *Scope*
   - *Can you provide more information on the intranet homepage?*
     - *What functionality is needed?*

Answer: This will be BCHA's staff homepage. Primary use will be internal documents such as sick, vacation time request, travel forms, all PFD fillable and email to end user manager.

   - *Will this need to be developed and integrated into an existing intranet platform by the vendor?*

Answer: Currently BCHA does not have an intranet

- *If so, what is the current platform built on?*
- *Will it need to include login/registration capabilities?*

Answer: Open for suggestions

- *How will it be administered?*

Answer: Open for suggestions

40. *When considering the BCHA logo redesign, are there current brand guidelines that exist for us to work against (palette, typefaces, etc), or are you looking to the vendor to help create updates on those as well?*

Answer: No, there are no current brand guidelines that exist for you to work against.

41. *Per Section 5, e.“The BCHA's website will contain approximately 70 pages.”*
- *Is there an outline of these pages?*

Answer: No.

- *Would each need to be designed or is it possible to accommodate with uniform templates?*

Answer: A standard uniform template will suffice

- *Will all existing content need to be migrated over to the new site or are there pieces that will be sunsetted?*

Answer: Yes, all existing content need to be migrated over to the new site. There will be some update to the content which the community will provide.

42. *Is the request for Spanish and Creole webpages for development and design only, or for content translation services as well?*

Answer: For both

43. *What is the current BCHA site built on (current CMS)?*

Answer: Not sure.

44. *Our company is registered in Scotland and has two branches in Ukraine, are we eligible to take part in this tender?*

Answer: See question 10

45. *We have checked your current site, is it required just to redesign it or it is also required to add some new functionality?*

Answer: Please refer to Section 5, Scope of Work

46. *Do you have detailed specification for current site redesign or there are no more details except the information provided in Scope of work section of Solicitation?*

   Answer: **Please refer to Section 5, Scope of Work**

===

This addendum **SHOULD** be returned with your Proposal on the established due date.

All other terms, conditions and specifications remain unchanged for RFP No. 16-249.

NAME OF COMPANY: _____