



**ALBUQUERQUE
PUBLIC SCHOOLS**

Accelerate Progress for Students

Rennette R. Apodaca, MPA, CPPO
Executive Director

Scott Elder
Interim Superintendent

DATE: 11/2/2020

BID/ RFP NUMBER: 21-030 RA

BID/RFP TITLE: School Website Content Management System

ADDENDUM NUMBER: 1

Please see attached questions and responses.

ACKNOWLEDGE ADDENDUM WITH SUBMITTED PROPOSAL:

Addenda not signed and returned may consider the RFP non-responsive and may be rejected.

COMPANY/FIRM NAME

SIGNATURE

DATE

**Rennette R Apodaca
Executive Director Purchasing**



6.15.2020

RFP Submitted Questions

Is APS looking for L1, L2 as well as L3 support? Please provide last 3 months - L1, L2 and L3, Incident and Service Request (SR) Data dump to analyze them and come up with estimates.

- The majority of support requests are L1 requests that are handled by the APS Web Team.
- Twelve (12) support requests were submitted directly to School Loop over the past 3 months.
 - Nine requests were L1 issues that the APS Web Team could have handled
 - Three requests were L2 issues that were technical issues with the School Loop platform that School Loop needed to address.

What are SLAs expected to be adhered for L1, L2 and L3 - Incidents and Service Requests?

- Please see evaluation criteria. Page 19 of the RFP lists support and training criteria.

What is the ticketing tool being used currently – Remedy/ServiceNow etc?

- School Loop provides their own ticketing system for support request. The APS Web Team uses an internal ticketing system for support requests.

Is APS looking for 8*5 OR 16*5 OR 24*7 Support?

- Please see evaluation criteria. Page 19 of the RFP lists support and training criteria.

Who built the current school districts websites? If you worked with an outside vendor, have you maintained a relationship with them to-date

- The District website is not part of the RFP. *See page 14, Purpose of this RFP, and Current Website Statistics, of the RFP document.*

What are some of the things that you liked about the School Loop CMS?

- 508 error checker, User management, Granulated template permissions, the platform overall

What are some of the things you did NOT like about the School Loop CMS?

- Administrative user and group permissions and workflows could be more customizable, News/Events publishing dates could be more customizable.

What have been some challenges with building and managing such a large number of websites?

- User Management, training, Site accessibility compliance, Maintaining fresh content

Are you open to evaluating open source technology?

- As long as the Vendor meets the Pass/Fail criteria listed on *page 22 of the RFP document.*

Is the 145 websites mentioned just sites for the individual schools?

- The purpose of the Request for Proposal (RFP) is to solicit sealed proposals to establish a contract for the procurement of a vendor to provide for each school in the District their own accessible (WCAG 2.0

Level AA and WAI-ARIA 1.0), responsive, modern, and searchable website. There are 144 individual school websites and 1 test sandbox site. *See page 14 of the RFP document.*

Page 18 mentions teacher classroom minisites - does each teacher get their own website as well?

- Most teachers currently use Google Sites. But this is currently an option through SchoolLoop, with a URL that is part of the school's subdomain.

Does your web team have PHP experience?

- No.

Are there any security compliances that need to be met? Like PCI, PII, HIPAA, SOC 2, FedRamp, etc?

- The RFP does not list security compliances. Please describe the security and back-up measures that you have in place. *See page 19, sections 2 and 4 of the RFP document.*

From a technical perspective - how are you defining success after the project's completion?

- 100% of the sites are migrated and deployed with 99.9% uptime. At least 70% of school webmasters are trained with use of the CMS.

Are you looking for a vendor to provide full web design and UX services? Or, just implementing a CMS and developing a site based on designs you provide?

- *See page 18, section 4 of the RFP document.*

Are there any key integrations for the website outside of what's listed on page 19?

- No

What is your vision for this project? What business goals will this project accomplish?

- Website content management services as described in RFP, page 14

What are the success metrics or KPIs for this project?

- Successful management of school websites.

What are the strengths of your current CMS platform?

- 508 error checker, User management, Granulated template permissions, the platform overall

What are the weaknesses of your current CMS platform?

- Administrative user and group permissions and workflows could be more customizable, News/Events publishing dates could be more customizable.

Which of your organization's lines of business will be impacted by this project?

- Communication with students and community

Are there any specific considerations for vendors in this procurement process?

- Mandatory requirements and Evaluation criteria starting on page 22 of the RFP

Who are the stakeholders involved in this project?

- Communications Department- Web team

Who will be involved in the evaluation and decision-making process?

- APS internal staff – evaluation committee

When do you expect to award this project to the successful vendor?

- It depends on how many proposals we get and time to evaluate each proposal.

What is your ideal timeline for the start and completion of this project?

- Please provide your timeline in your proposal for consideration. A proposed timeline is outlined on page 16 of the RFP.

What is your budget for this project? If you cannot specify, could you provide a target range? 0-100000, 100000-250000, 250000+

- Currently, we pay \$34,000 annually and that is the current budget.

User experience design is the process of defining the manner in which users are able to interact with the website functionality. Are you seeking a firm to assist in user experience design?

- Provide information in your proposal for consideration. Page 18 of the RFP lists design criteria.

User interface design, also known as creative design, is the application of an organization's brand to create website style tiles, wireframes, and prototypes. Are you seeking a firm to assist in user interface design?

- Provide information in your proposal for consideration. Page 18 of the RFP lists design criteria.

The ability for the business user to effectively manage content within a new technology often depends on the depth of their knowledge. Are you seeking a firm to assist in the knowledge transfer and training of business users?

- Provide information on how you would train APS on your solution for consideration. Page 19 of the RFP lists support and training criteria.

Do you have a preference for web content management systems? We recommend Drupal, an enterprise-ready, open source content management system that powers some of the world's largest and most popular websites.

- We want a solution that has experience with at minimum one K-12 school district. Review evaluation factors on page 22 of the RFP.

If you do not have a preferred CMS, do you prefer an open source or proprietary solution? Upon review of the project requirements, we believe that an open source approach would provide the best value for your organization.

- We want a solution that has experience with at minimum one k-12 school district. Review evaluation factors on page 22 of the RFP.

We understand you are currently using Drupal. Can you please elaborate on the version of the platform and how it has been implemented?

- This is not relevant. We are not currently using Drupal.

Which mobile devices must the platform support? We recommend, at a minimum, web-kit enabled iOS and Android devices.

- Submit your recommendation with your proposal.

Which browsers must the platform support? We recommend, at a minimum, Internet Explorer 11.x and later, Firefox 5.x and later, Opera 12 and later, Safari 5.x and later, and Google Chrome.

- Submit your recommendation with your proposal.

How many people manage and update content on a regular basis?

- Review details on page 15 of the RFP.

How do you currently support and maintain your CMS platform?

- The current CMS is supported and maintained by SchoolLoop. School Loop provides system updates and bug fixes.

Do you require a Service Level Agreement for Maximum Initial Response time?

- Please see evaluation criteria. Page 19 of the RFP lists support and training criteria.

Do you require 24x7x365 product support for critical issues?

- Please see evaluation criteria.

Within all our projects, we recommend a hosting solution that is architected for resiliency and designed to accelerate deployment. Do you require a firm that will provide a hosting solution? If not, what are your plans for hosting?

- Please review scope of work in RFP; the information is in RFP. Page 19 of the RFP lists hosting criteria.

If you would like a hosting recommendation, please respond to the questions below.

1. How many page views do you receive per month?
Review page 14 of the RFP

2. How many authenticated (content writer) page views do you get per month?
This data is not collected
3. Do you plan to run multiple sites on your new platform? If so, how many?
Review page 14 of the RFP
4. How many content items (pages) do you have in your existing website?
Review page 14 of the RFP
5. How much file system space does your existing website use?
This data is not available
6. Do you currently use a Content Delivery Network (CDN)?
School Loop hosts/serves our current sites.
7. Do you require any specific networking rules or customization?
Review page 19 of the RFP
8. Does your site require external authentication (LDAP, SAML, etc.)?
Review page 19 of the RFP
9. Do you process any e-commerce transactions? *No*

Do you require a Service Level Agreement for uptime (99.95%)?

- *Review page 19 of the RFP*

Do you have a selected infrastructure or are you open to recommendations centric to the proponent's recommended WCMS technology?

- Submit your recommendation with your proposal.

What tools and processes are you currently using to evaluate the accessibility status of the website?

- Siteimprove
- School Loop's 508 Accessibility Checker

How often is content checked against standards for compliance?

- Daily

Is there a plan to ensure legacy content (copy) carried over from the current website meets accessibility guidelines? Will this be the responsibility of the proponent or internal?

- The web pages will continue to be scanned by Siteimprove for accessibility issues.
- School webmasters will be expected to remediate those issues.

How are organizational content policies enforced during publishing?

- The schools are responsible for creating and maintaining their own content.

Do content editors require educational resources and training on accessible content publishing best practices?

- No, this is provided by the district.

Do you plan to incorporate digital experience platforms (DXPs) in this project or in the future? We recommend using DXPs if you are looking to build complex personalizations, custom user journeys, and targeted advertising.

- No, this is not relevant to this RFP

Are user personas and customer journey mapping an important part of this project?

- No, this is not relevant to this RFP

Is action- and location-based contextual content an important part of this project?

- No, this is not relevant to this RFP

Is an enterprise-level digital asset management suite an important part of this project?

- No, this is not relevant to this RFP

How many content types (or content templates) are needed for this project?

- *Review page 18 of the RFP*

Do you require an enterprise search appliance to help users find content? We recommend Apache Solr, an open source search appliance that is often used with Drupal CMS.

- Submit your recommendation with your proposal.

Do you require engagement tools, such as commenting or social sharing?

- Just the ability to embed a Twitter or Facebook feed. Content from the school websites is also shared to Twitter or Facebook.

Do you require forms as part of this project? If so, how many? Can you provide examples demonstrating the complexity of the forms?

- No

Are there any third party applications that need to be integrated with the CMS? If so, can you elaborate on which applications and the level of integration?

- *Review page 19 of the RFP*

What content governance and workflow requirements do you have for this project?

- The school webmasters manage and approve the own content for their own school websites. They are expected to follow web content best practices and accessibility best practices. Please review page 15 of the RFP for account permissions.

Do you have requirements for web analytics and tracking?

- We use Google Analytics for analytics.

With exponential growth in content volume, the migration of content to a web content management system control can be a lengthy process that requires a great number of resources. Are you seeking a firm to assist in content migration?

- *Review pages 16-17 of the RFP*

If you require content migration, please respond to the questions below.

1. How many pages do you plan to migrate?
Review pages 16-17 of the RFP
2. Please specify the format of the source data to be migrated (database, .csv, XML, etc.).
HTML content
3. Can you provide a sample of the data to be migrated?
Visit one of the APS school websites such as jefferson.aps.edu

Do you have a preferred project management methodology? We use the Agile methodology to ensure that we are able to deliver the projects that our clients envision.

- Please submit with your proposal for consideration.