**ALBUQUERQUE PUBLIC SCHOOLS**

*Accelerate Progress for Students*

Rennette R. Apodaca, MPA, CPPO
Executive Director

Scott Elder
Interim Superintendent

DATE: 9/21/2020
BID/ RFP NUMBER: 21-022 RA
BID/RFP TITLE: School Website Content Management System
ADDENDUM NUMBER: 1

The following are clarifications, changes, and/or questions and responses to Bid/RFP.

See attached list of non-mandatory pre-proposal attendees and PowerPoint presentation.

**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

```
09:29:08        From  Tina K Burns : Tina Burns, Navisite
09:29:18        From  Lauren Goldberg : Lauren Goldberg, Edlio
09:29:19        From  John Michael : John-Michael Pahlavan with Binary Evolution
09:29:19        From  Allie Alton : Allie Alton, LANEX US
09:29:21        From  SchoolPointe : Nate Koverman SchoolPointe
09:29:22        From  Rebecca Perrin : Rebecca Perrin, Intrado
09:29:26        From  Camille Pansewicz - APS : Hi from Camille, Web Editor at APS
09:29:26        From  Lehi Lucky Ligan : Lehi Lucky Ligan, LANEX US
09:29:43        From  Aria : Aria Woodcoff - Intrado
09:30:15        From  Hannah Svendor : Hannah Svendor and Erika Wilmers will be
joining from The C2 Group
09:31:38        From  Steven : Steven Tran - Edlio
09:31:42        From  jasonmurphy : Jason Murphy  - Beehively
09:31:48        From  ryanwaddington : Ryan, Beehively
09:31:50        From  Nicole Legaux : Nicole Legaux - Edlio
09:31:58        From  Will Trost (Granicus) : Will Trost, Granicus
09:32:04        From  Steve R : Steve-NTC
09:32:08        From  anna.maturino : Anna Maturino - Infosys
09:32:17        From  Makala Kritter - APS Web Team : Makala Kritter, APS Web Team
09:33:17        From  Dustin Brinkman : Dustin Brinkman - Granicus
09:33:19        From  Yury Baik : Yury Baik - Apptegy
09:33:21        From  Benjamin Berley : Benjamin Berley - Apptegy
09:33:23        From  Jake Haigh : Jake H. - Beehively
09:33:27        From  Chuck Neal : Chuck Neal - Binary Evolution
09:33:41        From  Jessica Marranzini : Ms. Jay - Blackboard
09:33:45        From  Betsy Eltringham : Betsy - Blackboard
09:38:13        From  Brian Beeler APS Web Team  to  Kelly Lee(Privately) : Hi
Kelly, Is there a way to mute 15039987657?
09:44:42        From  Lauren Goldberg  to  Kelly Lee(Privately) : will a copy of
these slides be made available?
10:05:47        From  Brian Beeler APS Web Team  to  Kelly Lee(Privately) : Hi
Kelly, you can go full screen on this presentation by hitting the "Present" button
at the top right there. Next to the Share button.
10:10:16        From  Sid Brown : Sid Brown - Infosys
10:10:20        From  Mary Nichols : Mary Nichols, Murmur Creative
10:10:25        From  Marc Fields : Marc Fields, Neumeric Technologies
10:10:44        From  Hannah : Hannah Meinholdt, Wildcard Corp
10:10:58        From  Rajat : Rajat Acharya - Infosys
10:12:05        From  Mary Nichols : How do we get copy of this presentation?
10:12:08        From  ashwath.ramesh : Ashwath Ramesh - Infosys
10:12:44        From  Marc Fields : Melissa Barns, Neumeric Technologies
10:13:18        From  Jessica Marranzini : Thank you for your time  Have a great
day! Ms. Jay
10:13:22        From  Betsy Eltringham : Thank you!
10:13:25        From  Hannah Svendor : Thank you!
10:13:30        From  ashwath.ramesh : thank you!
10:13:31        From  SchoolPointe : thank you
10:13:33        From  Allie Alton : Thank you! Bye!
10:13:40        From  ryanwaddington : Appreciate it - Beehivley
10:13:41        From  Jake Haigh : Thank you!
```
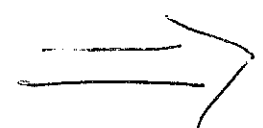
10:13:56     From  Rajat : Thanks

# RFP 21-022 RA
# School Website Content
# Management System

## PRE-PROPOSAL MEETING

THURSDAY, SEPTEMBER 17TH AT 9:30 AM

RENNETTE APODACA, EXECUTIVE DIRECTOR

ALBUQUERQUE PUBLIC SCHOOLS

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# RFP Schedule

| ACTION | DATE & TIME |
|---|---|
| RFP Issued | September 4, 2020 |
| Pre-Proposal Meeting (Non-Mandatory) | 9/17/2020 @ 9:30 AM *(Via Zoom)* |
| Deadline for Questions | 9/29/2020 @ 5:00 PM MST |
| RFP Due Date and Time | 10/14/2020 @ 3:00 PM MST |

*Proposals must be received by the due date and time. No late proposals will be accepted. The only acceptable evidence to establish the time of receipt is the date/time stamp from electronic bidding system (Vendor Registry)*

# Vendor Registry -

https://vrapp.vendorregistry.com/Vendor/Register/Index/albuquerque-public-schools-nm-vendor-registration

**ELECTRONIC SUBMISSIONS: Proposals MUST be submitted electronically via electronic bidding system (Vendor Registry) by required date and time as noted on RFP document.**

**TERMS & CONDITIONS:** Offerors understand and agree that technical support may not be readily available the day of and or the hours/minutes prior to a bid closing time (10/14/2020 3:00 PM). Offerors also understand and agree that internet access, browsers, and operating systems are not supported by the District and/or its agents.

**Bidders are strongly encouraged to review, create, and submit all electronic bid responses several days in advance of the due date at time as technical support may not be readily available the day Proposals are due.**

**FREE TO USE:** To View and Download RFP documents (Including Original RFP & Addendums) and to Submit Proposals.

# RFP OVERVIEW

- Albuquerque Public Schools is the largest school district in New Mexico and one of the nation's largest school districts, covering more than 1,230 square mile geographical area.

- Currently, APS has 13 high schools, 2 K-8 schools, 12 schools of choice, 27 middle schools, 88 elementary schools plus 29 APS authorized Charter schools. APS has approximately 75,000 students and 11,000 employees.

- An elected Board of Education composed of seven members serving staggered terms of four years each governs APS. The Interim Superintendent is Scott Elder.

# Scope of Services -Part I

- **Detailed Requirements**: All requirements designated as required should be included in the proposal. Requirements designated as Preferred or Optional are not mandatory, but including them will enhance the product offering and be considered in our overall evaluation of each submission. See section 'Testing' for details and expectations on testing. The Vendor must complete Appendix A and submit it as an Excel spreadsheet.
- **Technical Requirements**: All requirements designated as required should be included in the proposal. Requirements designated as Preferred or Optional are not mandatory, but including them will enhance the product offering and be considered in our overall evaluation of each submission. The Vendor must complete Appendix B and submit it as an Excel spreadsheet.
- **Usability and Accessibility:** The Vendor should provide information on how their solution addresses WCAG 2.0 and Aria accessibility compliance.
- **Hosting Option:** Please disclose if the proposed solution includes Vendor or third party hosting. Please describe the role that the District team will have during and post implementation. The district strongly prefers a hosted option and pricing will be requested for hosted (SaaS) pricing and Implementation Plan. Vendor should describe security and back-up measures
- **Integration:** The Vendor should describe their plan for integration with Active Directory. Describe how the solution uses APIs or the ability to communicate with AD or other third party tools.

# Scope of Services -Part II

- **Customer Support and Management:** The Vendor should describe how they intend to work with the District with respect to the product road map and ongoing development efforts. Describe the voice of the customer processes the organization employs. Indicate if there are users groups the District may engage with. Describe the support plan that would extend past implementation and through the contract term.

- **Employee Data Privacy:** The Vendor must include security measures to be put in place to protect user data. The Website Content Management Solution should adhere to all State and Federal regulations relating to employee data privacy and confidentiality.

- **Project Management:** The Vendor should describe its project management and implementation methodology. The Vendor must provide a Project Manager (PM) to oversee the implementation and scheduling details of this project. This Project Manager will be working prior to and during the implementation with a Project Manager from the District. The Vendor PM must submit weekly status reports. A project plan detailing the work schedule, tasks, number/role of team members, expectations from District staff, and the ant

# Scope of Services -Part III

- **Implementation:** The Vendor should describe their implementation methodology, and approach including roles and responsibilities expected of the District or 3rd party and typical time frames for each phase of the implementation. The Vendor should include alternate plans if the implementation for an On-Premise solution varies from a Hosted solution.

- **Training Plan:** The Vendor must include a detailed description of the training provided. Address technical user training and "train the trainer" as well as online and any other delivery methods available. Discuss supplemental materials provided to support the solution including training manuals, quick reference guides, help files, tutorials, etc.

- **Pricing:** The pricing sheet in Appendix C is to inform the district of any costs related to the initial implementation and ongoing costs to operate the system. The district strongly prefers a hosted solution (SaaS), but will accept a pricing model of an On-Premise solution if submitted. The vendor must complete and submit a pricing model as an Excel spreadsheet with a similar layout as Appendix C.

# Scope of Services – Needs of key Stakeholders

1. **District Administrators:** This is the group responsible for maintaining the system, ensuring all interfaces are run correctly, troubleshooting issues, controlling permissions, and posting emergency notifications.
2. **Site Administrators:** These are the people who are responsible for user management and content updates. These people are typically principals, Assistant Principals or Webmasters.
3. **School Webmasters/Content Editors:** APS employees that are responsible for updating website content across the entire school website.
4. **Teachers or Staff:** APS employees that can be responsible for editing specific pages or sections. 16
5. **Site Visitors:** This is the group that represents the students, families, employees, and families of potential students that make up the APS Community. These are the people that visit the site to learn about the school.

# User Stories – *RFP Page 17*

1. **District Administrators**: This group needs to be able to retain system integrity, availability, and needs a stable platform, and stable interfaces. *i.e. "As a District Administrator, I need to be able to control permissions and adjust workflows as needed)*

2. **Site Administrators**: This group consists of Principals, Assistant Principals and Webmasters who are responsible for user management and site content. *i.e. "As a site administrator, I need to be able to activate staff members and assign different account types (Teacher, Staff, System Administrators, etc.)"*

3. **School Webmasters/Content Editors**: These will be the heaviest users of the system, who manage and update web content. *i.e. "As a School Webmaster, I need to be able to create new pages, links, and sections."*

4. **Teachers or Staff**: *i.e "As Teacher or Staff, I need to be able to login and update personal account settings."* And *"As Teacher or Staff, I need to be able to link my external website to my account settings."*

5. **Site Visitors**: *i.e. "As a Site Visitor, I need to be able to find news and events about the school."* and *"As a Site Visitor, I need to quickly and consistently find important school information like bell schedules and handbooks, and legally obligated links (e.g., Title IX, Section 504)."*

# Features and Functions

- **Required** features and functions are those that the District needs to consider its Website Content Management Solution as operational and to meet the needs of its users.

- **Preferred** features and functions are those the District wishes to have in a Website Content Management Solution, but is not necessary to meet the critical needs of its users.

- **Optional** features and functions are those the District may have a need for in the future.

# Detailed Requirements – Content management

1. Version history for website pages
2. Ability to post and expire emergency news to all schools; individual schools; custom list of schools
3. Ability to add, edit, and expire calendar events; edit reoccurring events
4. Ability to add, edit, and expire news; edit reoccurring news items
5. Post and expire district news and events via RSS feed f. Form and survey builders
6. Option to export published news, events, or content out of the CMS

# Detailed Requirements – Design & Layout

1. Mobile-first and responsive design across all devices, across all browsers
2. Design a school website using CMS design tools
3. Update global navigation c. Update school logo and colors of design theme
4. Ability to create global content and/or global navigation items
5. Refresh or update design for all school sites f. Lock homepage and/or lock interior pages or components
6. Global district information and individualized school information in the footer
7. Drag and drop layout
8. Embed widgets such as Social Media Feeds or Google Calendars
9. Customize CSS site wide or on individual components

# Detailed Requirements – Workflows/Approvals, Reporting, and General/Other

**WORKFLOWS/APPROVALS**
1. Ability to accommodate different approval workflows based on user role.
2. Ability to delegate a webmaster with specific rights for a certain period of time
3. Ability for an administrator to view a webmaster's dashboard and easily identify items for action.

**REPORTING**
1. Ability to provide data and website analytics in order to understand user activity and behavior on the site.
2. Ability to provide site accessibility audit reports in order to determine accessibility issues for remediation.
3. Ability to provide an outdated content report which displays a list of assets that have not been modified within a specific time period.

**GENERAL/OTHER**
1. File and Image Storage
2. School Directory that lists staff and teachers with contact information
3. Update account information including phone number and title on staff/teacher profiles
4. URLs maintained for up to 145 sites
5. Ability for users to easily navigate the CMS and intuitive enough to understand with limited training f. Content migrated for up to 145 sites

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# Detailed Requirements – Appendix A

*This sheet outlines the corresponding sections of this workbook. The categories outlined below have a corresponding tab that includes the related features and functions. Each feature and function item contains a reference number, description, priority level, function availability, and comments/notes. Please complete the function availability column by selecting an option from the drop down for each item and provide comments as needed. The definitions of the different functional availability options are at the bottom of this sheet. When submitting questions, please use the reference number of the item you are inquiring about.*

| # | Category | Definition | Points | Total Items in Category |
|---|----------|-----------|--------|------------------------|
| 1 | Content Management | This section contains requirements related to the content management system functionality | 5 | 7 |
| 2 | Design and Layout | This set of requirements is based on the design and layout needs | 5 | 13 |
| 3 | Workflow/Approval | This set of requirements is based on the needs of the district to have workflows and approval for content editing | 5 | 3 |
| 4 | Reporting | This set of requirements is based on the needs of the district to report on the website | 5 | 3 |
| 5 | General/Other | This is a set of requirements that do not easily fit within the categories listed above, but are still relevant to the District. | 5 | 8 |

| Feature Availability | Description |
|----------------------|-------------|
| Current Functionality | Functionality is currently available and included in the provided proposal |
| Planned by January 2021 | Functionality not currently available, but is currently in development and will be in production by January 2021 |
| Planned after January 2021 | Functionality not currently available, but is on development roadmap for release after January 2021 - If this option is selected, describe in comments the anticipated, scheduled release date |
| Custom Development | Functionality not currently available, but can be added through vendor custom development - If this option is selected, describe in comments the complexity and associated cost estimate |
| Not Available | Functionality is not available, and release date is not scheduled |

Cover Sheet | 1) Content Management | 2) Design Layout | 3) Workflow-Approval | 4) Reporting | 5) General-Other

# Technical Requirements - User Interface and Core Functionality

**Accessibility**
1. Evidence with documentation how long vendor has been integrating accessibility into product
2. Evidence with documentation how vendor and product meets WCAG 2.1 Level AA and WAI ARIA 1.1 b. User

**Management and Granular Permissions**
1. Ability to sync school websites and register users using Active Directory
2. Ability to assign top level (main website) privileges to users (e.g. a teacher has the option to update the school website homepage)
3. Ability to assign roles (e.g. assign the role of teacher, staff, principal, etc., school webmaster has ability to post news and events)
4. Ability to assign privileges to individual folders or pages
5. Ability to tailor access and provide a variety of account types

**Teacher Websites**
1. Ability to post individual teacher/classroom content (rich text)
2. Ability to post individual teacher/classroom news
3. Ability to post individual teacher/classroom calendar events
4. Ability to post individual teacher/classroom documents and files
5. Ability to post individual teacher/classroom videos
6. Restricted fonts, colors, modules; limit of videos and images that can uploaded

# Technical Requirements — Technical, Infrastructure & systems Integration

> These features and functions identify the technical parameters the Website Content Management Solution must fulfill. It also lists needed functionality so that the Website Content Management Solution can integrate with the District's existing systems, processes, and operational standards.

**Compliance**
- ADA, CIPA, COPPA, and FERPA 19
- WCAG 2.0 Level AA and WAI-ARIA 1.0

**Integration**
- Student Information Systems
- Google Analytics
- Google Translate
- GSuite for Education
- Third Party, such as BrowseAloud and Siteimprove
- Optional community engagement app

**Security**
- Active Directory (SAML) authentication
- System and content back ups
- Measures to prevent hacking and defacement; disaster recovery

# Training & User Support – 24/7/365 Unlimited Support

These are the features and functions needed to support the end users both during implementation of the Website Content Management Solution and the ongoing support.

**24/7/365 unlimited support with timely resolution**

- Self-help resources available online or via a help center
- Chat feature for all logged in users to get just-in-time-assistance
- Submit product support ticket 24x7x365
- Respond to and review support within 1 business day
- Resolve support tickets with a timely resolution
- Ability to request 24/7 critical support in the following cases:
- Service is down or unavailable
- Critical features or functionality is unavailable or inaccessible, resulting in total disruption of work or critical business impact
- Service crashes or hangs indefinitely causing unacceptable or indefinite delays for resources or response
- Data is corrupted or lost and must be restored from backup
- Any critical error encountered will be worked on during business hours until resolved

# Training & User Support - Terms

These are the features and functions needed to support the end users both during implementation of the Website Content Management Solution and the ongoing support.

- Customizable Training
- Initial, during implementation, and ongoing trainings for Web Team staff and all account holders to include webinar, and remote trainings
- All training documentation provided by Vendor to Client will include full duplication rights for Client to use and internal distribution as needed.
- Training will be available in multiple delivery methods with reference and support resources such as videos and documents for "webmasters" and teachers.
- Training on basic page editing, image uploading, and linking for "webmasters" and teachers.
- Training on basic and advanced content posting and maintenance tasks such as accessibility features for "webmasters" at each school.
- Vendor provides updated training documentation and reference guides for every release of their application prior to release.
- Test sandbox site available for internal use

# Evaluation criteria

Proposals must address each of the following criteria. Each proposal may be awarded points up to the numeric value listed. Points will be awarded in compliance with *NMSA 1978, §13-1-21* for New Mexico In-State Resident Business and Resident Veteran Business. If proposal is a Joint Venture, Offeror shall state in submitted proposal the percentage of work that will be performed by Resident Business and/or Resident Veteran Business. Please Note: An Offeror cannot be awarded both a resident preference and a resident veteran business preference. Offerors shall include in their proposal a copy of certificate issued by State of New Mexico Taxation & Revenue. The Preference does not apply if APS is utilizing federal funds.

**\*\*\*The Offeror should contact Buyer for clarification of evaluation criteria or terminology\*\*\***

| | Possible Points | Points This RFP |
|---|---|---|
| **Qualifications**<br>Submit company profile; Submit detailed information describing your company's qualifications providing services as requested in the Scope of Work. Provide information about the company that demonstrates the ability and capacity of the company expressed in terms of its Human Resources (number, quality, skills and experience) physical and material resources, financial resources and information resources (pool of knowledge) Demonstrate your company's competence as it relates to the competencies required to perform the requested services. Include information on assigned company team that will be assigned to APS along with roles and responsibilities. | 190 | |
| **Experience**<br>Submit a minimum of three (3) past and/or current customers that your company has provided similar services as requested in the Scope of Work. Include number of years providing service, description of the service, contact person name, telephone number and email address. | 101 | |
| **Software Solution – Detailed Function Requirements**<br>Detailed Function Requirements – Appendix A | 170 | |
| **Software Solution – Technical Features and Functions**<br>Detailed Technical Features and Functions – Appendix B | 339 | |
| **Pricing**<br>Submit detailed information stating your company's pricing to provide services as requested in the Scope of Work. – Appendix C | 200 | |
| **Total Possible Points** | 1000 | |
| **Interview ( if needed)** | 50 | |
| **New Mexico Resident Business Preference:**<br>Five percent of the total possible points to a resident business.<br>Offeror shall include a copy of their In-State Certificate issued by State of New Mexico Taxation & Revenue Department. | 50 | |
| **Veteran New Mexico Resident Business Preference:**<br>Ten percent of the total possible points to a resident veteran business.<br>• 10 points for Resident Veteran Business/Contractor with annual revenues of $3 million or less as verified by State of NM Tax & Revenue. | 100 | |
| **Total Possible Awarded Points** | 1000-1150 | |

# New Mexico Local Preference & New Mexico Veteran Preference Certificates
### Chapter 13, Articles 1 and 4 NMSA 1978



STATE OF NEW MEXICO

TAXATION AND REVENUE DEPARTMENT

**RESIDENT BUSINESS CERTIFICATE**

Issued to: Company, Corporation, Inc. Name
DBA: Company Name
Company Address
Company City, State, Zip Code

Expires: 01-Jan-2020

Certificate Number:
L123456789

Stephanie Schardin Clarke
Cabinet Secretary

THIS CERTIFICATE IS NOT TRANSFERABLE

- To receive a Resident Business Preference, a Business or Contractor shall submit with its proposal a copy of a valid Resident Business Certificate or valid Resident Contractor Certificate issued by the NM Taxation and Revenue Department.

- The preferences do not apply when the expenditure includes federal funds for a specific purchase.

- If there is a joint bid or joint proposal by a combination of resident veteran, resident or nonresident businesses, the preference shall be calculated in proportion to the percentage of the contract, based on the dollar amount of the goods or services provided under the contract, that will be performed by each business as specified in the joint bid or proposal.

## PROPOSAL SUBMITTAL REQUIREMENTS AND CHECKLIST

Please submit your completed proposal, including the following items. Note that the requested information is mandatory and **failure to submit these items with your response may deem it non-responsive and may be disqualified.**

- ☐ Letter of Transmittal, **SIGNED**
- ☐ Evaluation Criteria Documentation
- ☐ Price Proposal
- ☐ Completed Conflict of Interest and Debarment/Suspension Form, **SIGNED**
- ☐ Campaign Contributions Disclosure Form, **SIGNED**
- ☐ Statement of Confidentiality, **SIGNED**
- ☐ Resident Contractor (or Veteran Resident Contractor) Preference Certificate issued to the Offeror by State of New Mexico Taxation and Revenue – if applicable

Obtain more information:
http://tax.newmexico.gov/Businesses/in-state-veteran-preference-certification.aspx **and**
https://www.generalservices.state.nm.us/statepurchasing/vendorpreferencelist.aspx

- ☐ Addendums (if applicable) – **before** submitting your proposal, please check for addendums here:
http://www.aps.edu/procurement/current-bids-and-rfps

***If items are not completed as required, your proposal may be deemed Non-Responsive***

# Official Contact & Questions

**OFFICIAL CONTACT**: Offerors may contact ONLY the Buyer regarding the terminology stated in the procurement documents. Other APS employees do not have the authority to respond on behalf of APS. Offerors MAY NOT contact other APS departments, employees or the evaluation committee. Any contact with an APS department, employee or evaluation committee may result in rejection of any proposal. Any other verbal communication will be deemed unofficial and non-binding. Communication directed to parties other than the Buyer will have no legal bearing on this RFP or the resulting contract(s). Any response made by APS will be provided in writing to all Offerors by addendum. No verbal responses shall be authoritative.

**WRITTEN QUESTIONS:** Offerors may submit written questions to the Buyer as to the intent or clarity of this RFP. All written questions must be addressed and submitted to the Buyer NO LATER than the date and time specified in this RFP. The Buyer will respond in a timely manner subject to the complexity of the questions. Buyer will ONLY respond to the written questions submitted and received on or prior to the deadline in this RFP.

| Name | Rennette Apodaca, MPA, CPPO, CPO |
|---|---|
| Phone Number | 505-878-6112 |
| E-Mail | Rennette.Apodaca@aps.edu |
| *Any inquiries or requests regarding clarification of this RFP document shall be submitted to the buyer in writing. Offerors may contact ONLY the buyer regarding the terminology stated in the procurement documents.* | |