RFP Addendum # 2

Request for Proposals for

Web Development Consultant

(Solicitation # 5473)

Date of Addendum # 2: April 13, 2021

The Request for Proposals (RFP) for the above named project is amended as noted in this Addendum. This Addendum consists of 13 pages.

<u>The following is a list of questions received and SHA's responses to those questions.</u>

<u>Question 1.</u> What is the budget range?

<u>Response:</u> A budget has not yet been established for this scope of work.

<u>Question 2.</u> Where is the site currently hosted? Will the upgraded Drupal 9 site be hosted there?

<u>Response:</u> The current host will be made known to the selected firm. The selected firm will be asked to advise SHA regarding future hosting.

<u>Question 3.</u> Does SHA already have a staging environment, in addition to the production environment?

<u>Response:</u> SHA has access to a staging environment.

<u>Question 4.</u> Is there any element of the response which needs to account for hosting?

<u>Response:</u> Not specifically but the response should indicate knowledge of hosting issues and options.

<u>Question 5.</u> If vendors need to quote hosting:
a.   Can you provide the number of page views per month, currently?
b.   What is the average bandwidth usage per month?
c.   Can you provide current storage requirements for both database and files?

<u>Response:</u> Responses do not need to quote hosting.

<u>Question 6.</u> Does SHA have a sense of how much design revision it expects to do for enhancement reasons, separate from the upgrade process itself?

<u>Response:</u>

SHA wants to keep the current design, but there may be enhancements needed related to the transition, implementation of a new news management system and in general over time.

Question 7. What 3rd-party integrations are included?

Response: Google translate, Google Maps API and a fairly simple database feed.

Question 8. Are there existing branding guidelines?

Response: Yes.

Question 9. How many people will be administering content?

Response: Fewer than 30.

Question 10. Who supports the current site?

Response: SHA is not at liberty to respond to this question.

Question 11. Do you want a new design – or are we porting the current design to Drupal 9?

Response: SHA wants to keep the current design, but there may be enhancements needed related to the transition, implementation of a new news management system and in general over time.

Question 12. Is the Drupal theme in the site custom? If not please provide theme name.

Response: Yes, it is a custom design.

Question 13. Please describe how the housing search feature works. Is all the data self-contained in Drupal?

Response: All the data for the housing search and housing pages is self-contained.

Question 14. How is the housing data updated? Is it manual in Drupal or is there an integration with an external system?

Response: Updating housing data is currently a manual process.

Question 15. We see similar RFPs with budgets ranging from $50K to $100K+. Where in that range are you expecting to fall?

Response: A budget has not yet been established for this scope of work.

Question 16. Please provide a list of Drupal modules in use on the site.

Response: *SHA's site uses a mix of core, contributed and very few custom modules. The SHA Housing Finder is a custom module.*

Question 17. Please describe the functionality of any custom modules in use on the site.

Response: *Please review the SHA Housing Finder pages for more information: https://www.seattlehousing.org/housing/sha-housing/match-properties*

Question 18. How many content types are in use on current site?

Response: *About 15.*

Question 19. Please describe any existing taxonomy that needs to migrate to the new site.

Response: *The website has about 15 different sets of taxonomies. All but one is a single level. One has 8 terms and 24 sub-terms, one has 45 category terms, two have unlimited terms for ongoing issues of a newsletter, and the remaining taxonomies have 1-10 categories each.*

Question 20. How many files (PDF / Word / Etc.) need to be migrated?

Response: *Approximately 2,300 files and 1,700 images.*

Question 21. Google suggests that there are about 2200 pages to be migrated. Does that sound correct?

Response: *The website has approximately 2,700 pages.*

Question 22. What percentage of the content do you expect to be obsolete and not migrated?

Response: *Very little. Possibly some unused image content could be deleted and not migrated.*

Question 23. How many users log in to admin the site or manage content?

Response: *Fewer than 30.*

Question 24. Does search need to index the contents pdf / Doc files?

Response: *Likely, depending on cost.*

Question 25. Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.

Response: *Google translate, Google Maps API, a fairly simple database feed.*

Question 26. Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.

Response: Not applicable.

Question 27. Can you provide usage data, or estimate expected traffic to the site?

Response: Analytics indicate approximately 34,000 sessions monthly with approximately 22,000 users.

Question 28. Where is the site currently hosted?

Response: SHA is not at liberty to respond to this question.

Question 29. Do you need a contractual SLA for 99.95% hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?

Response: SHA expects the selected web development consultant to advise on hosting options appropriate for its website.

Question 30. Do you expect copywriting or editing services as part of engagement?

Response: No.

Question 31. Do you need us to conduct an extensive discovery process that includes extensive research into user persona development – or a more streamlined discovery based on the web team's input and best practices?

Response: SHA intends to migrate the site with existing structure and content and will not require a discovery process. The selected firm will be expected to advise on best practices that may improve the site, based on common industry knowledge not a unique discovery process.

Question 32. Do you have high-quality photography/media assets available for the new site?

Response: *Yes.*

Question 33. Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type please specify.

Response: Currently there is one theme. No sub-themes needed at this time.

Question 34. Please confirm that the awarded vendor will primarily remotely, with regular web conference meetings as needed.

Response: That is correct.

Question 35. We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?

Response: There is no restriction.

Question 36. Would the Seattle Housing Authority be open to having the Web Development Consultant be an offsite and/or offshore resource?

Response: SHA is open to considering such proposals.

Question 37. Can you share the anticipated budget allocated for this project?

Response: A budget has not yet been established for this scope of work.

Question 38. Is SHA open to moving their CMS to Wordpress rather than Drupal?

Response: No.

Question 39. How many proposals are you expecting to receive?

Response: We don't have an anticipated number.

Question 40. What is your selection criteria and timeline?

Response: We will use the Evaluation criteria that are listed in the RFP. We expect to go to contract mid-2021, do preliminary planning and work later in 2021 and do the upgrade in 2022.

Question 41. Do you give preference to local firms?

Response: No.

Question 42. Can you disclose a budget range or a budget cap for this project?

Response: A budget has not yet been established for this scope of work.

Question 43. Is there a firm currently providing website support and/or consultation? If so, would the hired vendor work directly with this staff team? And If not, is the current vendor allowed to bid?

Response: Yes, there is a current web development consultant. This RFP is for that role and a selected firm would not work with the current vendor. The current vendor is allowed to bid for the contract.

Question 44. Is the site being currently maintained by an in-house development staff team?

Response: No.

Question 45. Are you looking to launch your new site on a certain date?

Response: We are expecting to launch in 2022 but do not have a date certain.

Question 46. What are the primary challenge with the current site you hope to address?

Response: Please see the solicitation for details

Question 47. Do you have a list of functional requirements?

Response: Please see the solicitation for details.

Question 48. Can you provide a list of modules in use on the site? What is the breakdown of core, contributed, and custom modules?

Response: SHA's site uses a mix of core, contributed and very few custom modules. The SHA Housing Finder is a custom module.

Question 49. Can you provide an overview of the content types in use, and how much flexibility is enabled for general content authoring? (i.e., images embedded in pages, layout configuration, etc.)

Response: About 15 content types are currently in use. Flexibility will be based on need.

Question 50. How many different admin/user roles does the current site have?

Response: There are fewer than 20 user roles.

Question 51. Is there a documented established version control and code deployment practice/workflow and deployment documentation?

Response: Yes.

Question 52. Do you have an external integrations that would need to be supported by this new site?

Response: Google translate, Google Maps API and a fairly simple database feed.

Question 53. Are there specific accessibility guidelines to which any solution must adhere? (Our guess would be WCAG 2.0 AA)

Response: At a minimum, SHA will remain compliant with current federal accessibility guidelines and may elect accessibility components beyond the federal minimums.

Question 54. Are you using any search systems? (i.e., SOLR)

Response: Yes, currently a basic search function.

Question 55. Where is the site currently hosted and will the new site remain at the same hosting provider?

Response: The current host will be made known to the selected firm. The selected firm will be asked to advise SHA regarding future hosting.

Question 56. Are there any subdomains or other sites that will be updated/migrated/replaced as part of this project?

Response: No

Question 57. Approximately how many pages of content are on the current site(s)? How many files in the file system?

Response: Approximately 2,700 pages, 2,300 files and 1,700 images.

Question 58. There are tools we use for cost-effectively migrating content from Drupal 7 to Drupal 9 however, one of the factors that requires additional manual effort is the amount of inline CSS styles that are used in the content. Can you provide a rough assessment of how inline styles are currently used on the site?

Response: The site likely has a moderate amount of inline css styles to accommodate custom design on desktop and mobile.

Question 59. Understanding the government's ideal budget for this project will allow vendors to provide a more accurate estimate and scope of work and budget that best aligns with SHA's expectations. Without understanding the budget limitations, SHA can expect a wide range of solutions and offerings making the competition more difficult to assess and compare. Will the government please share the budget for this project?

Response: A budget has not yet been established for this scope of work.

Question 60. On average, how many users visit the site per month?

Response: Analytics indicate approximately 34,000 sessions monthly with approximately 22,000 users.

Question 61. (*C. Scope of Work, Page 5*) Will the site branding remain the same? Is there a strong desire to maintain the look and feel of site components where possible?

Response: SHA wants to keep the current design, but there may be enhancements needed related to the transition, implementation of a new news management system and in general over time.

Question 62. (*C. Scope of Work, Page 5*) Are there any third-party platforms/services that are integrated with the existing site?

Response: Yes, Google translate, Google Maps API and a fairly simple database feed.

Question 63. (*C. Scope of Work, Page 5*) Will all content from the existing site need to be migrated to the new site? If not, are you seeking recommendations for archiving content?

Response: Yes. All content will need to be migrated, with possibly a few minor exceptions.

Question 64. (*C. Scope of Work, Page 5*) Are there web browsers and devices that should be prioritized when performing quality assurance testing?

Response: All of the commonly-used browsers and devices should be prioritized.

Question 65. (*C. Scope of Work, Page 5*) How many content types currently exist on the site?

Response: About 15.

Question 66. (*C. Scope of Work, Page 5*) What user roles currently exist on the site? Do any of the roles have custom permissions?

Response: There are fewer than 20 user roles. They are generally not customized.

Question 67. (*C. Scope of Work, Page 5*) Will the new site's search functionality need to have the ability to search through PDfs/documents on the site?

Response: Likely, depending on cost.

Question 68. (*C. Scope of Work, Page 5*) How is the site currently being hosted?

Response: The site is currently hosted on the Cloud by a web hosting firm.

Question 69. (*C. Scope of Work, Page 5*) Are there any custom Drupal modules that are currently active on the site?

Response: SHA's site uses a mix of core, contributed and very few custom modules. The SHA Housing Finder is a custom module.

Question 70. (*C. Scope of Work, Page 5*) Does the site currently support user/member (non-admin) login functionality, such as a portal?

Response: No.

Question 71. (*C. Scope of Work, Page 5*) What are examples of dynamic content that the new site needs to be able to display?

Response: Text, video, images, infographics, housing search results, news

Question 72. RFP Submission -- Due to the continued effects of and caution surrounding Covid-19 and in effort to provide a more sustainable submission, we respectfully request that the government change the submission requirements from a hardcopy , US-mail delivery to a secure email submission.

Response: Unfortunately our funding source (HUD) does not allow for electronic copies of Proposals for anything over the small works threshold. We would be putting our funding in jeopardy if we made that change.

Question 73. If the government keeps the hardcopy submission requirement, is April 20th the postmark deadline?

Response: SHA has extended the deadline for submittals to 2:00 pm on Wednesday, April 26, 2021.

Question 74. Proposer represents that it is licensed to do business in the State of Washington and it has a state Unified Business Identifier (UBI) number. Do you have any preference for resident bidders? Does a non-resident bidder need to be mindful about any business license, certifications before starting the project?

Response: There is no preference for resident bidders. Non-resident bidders do need to be mindful about any business license, certifications before starting the project.

Question 75. What are the shortcomings of your current website?

Response: The primary shortcoming is that it is in Drupal 7. Please see the RFP for potential functionality and enhancements to the website as part of conversion to Drupal 9.

Question 76. SHA requires proposers to make good-faith efforts to meet SHA's 14% aspirational WMBE goal and provide meaningful opportunities to WMBE firms – We are a Minority-owned business in Iowa. Do we qualify for this requirement stated in the RFP?

Response: Washington State law doesn't allow for giving preferences in selecting firms. The WMBE goal is set up to get all firms that plan on submitting for work with SHA, to make efforts to find WMBE subs to use if subcontracting is necessary.

Question 77. Do you have an internal team that will manage/update the site daily?

Response: Yes.

Question 78. Efficient news management system and display that allows articles to be featured in different news environments or platforms, for example 2-3 different newsletters, news releases, and other locations. Can you please help us understand the specific requirement of this request?

Response: SHA often has news items on multiple platforms (e-newsletters and the website) that are relevant to multiple audiences. SHA seeks a news platform that can make it possible to display and utilize this content easily without duplicating work.

Question 79. With the number of points issued in the RFP that need to be discussed at length in the Proposal, 10 pages seem less. Can the proposer take the liberty of exceeding the page number while creating a comprehensive proposal?

Response: Please remember that the cover letter, resumes and any required forms are not counted in the 10-page limit. Please only include pertinent information that relates to the Evaluation Criteria in those 10 pages.

Question 80. Provide a detailed Inclusion Plan describing your good-faith efforts to meet the aspirational WMBE goal and provide meaningful opportunities to WMBE firms to participate. What do you mean when you talk about an inclusion plan to meet the aspirational WMBE goals?

Response: If you can identify any work that can be subbed out, describe what efforts you went to in order to find qualified WMBE firms to sub-contract with for this work.

Question 81. Do you have a budget or not-to-exceed amount for this project?

Response:
A budget has not yet been established for this scope of work.

Question 82. Each Proposer is required to submit with their one original proposal, the Section 3 Business Certification and Resident Employment Plan form. Is this applicable for a non-resident bidder?

Response: Yes.

Question 83. Is SHA open to other platforms and/or web hosting solutions outside of Drupal?

Response: No.

Question 84. What is the anticipated or expected "lifespan" for the newly migrated website?

Response: SHA expects the migrated site to meet our needs for at least five years, and possibly longer with less extensive updating.

Question 85. Would the agency be open to receiving a proposal for a separately contracted discovery/evaluation process, followed by a full plan recommendation?

Response: No.

Question 86. Is SHA open to other platforms and/or web hosting solutions outside of Drupal?

Response: No

Question 87. What is the anticipated or expected "lifespan" for the newly migrated website?

Response: SHA expects the migrated site to meet our needs for at least five years, and possibly longer with less extensive updating.

Question 88. Would the agency be open to receiving a proposal for a separately contracted discovery/evaluation process, followed by a full plan recommendation?

Response: No.

Question 89. What is your estimated budget for this project? Do you already have money set aside? This helps us determine the complexity of various features.

Response: A budget has not yet been established for this scope of work.

Question 90. Who will be responsible for evaluating responses (people and/or roles)?

Response: SHA has assigned staff to evaluate the proposals. Each evaluator has some role in the outcome of this solicitation. We do not release the names of the evaluators. Your only contact on this process is Don Tucker, Sr. Contract Administrator.

Question 91. What departments are stakeholders in this project?

Response: All departments at SHA are stakeholders.

Question 92. Who built your current site, and when was the last refresh?

Response: SHA is not at liberty to respond to this question.

Question 93. Please describe your current hosting setup. Are you interested in cloud-based hosting services?

Response: SHA's website is currently hosted on the Cloud. The selected firm will be asked to advise SHA regarding future hosting.

Question 94. Who currently provides you with ongoing support services?

Response: SHA is not at liberty to respond to this question.

Question 95. Are you looking for ongoing maintenance and developer support?

Response: Yes. In addition to migration from Drupal 7 to 9, SHA is looking for ongoing maintenance of Drupal and Drupal modules and web development support.

Question 96. Do you have a separate budget for hosting and ongoing support?

Response: This solicitation includes ongoing support and development of the website. SHA has a separate budget for hosting.

Question 97. Please describe your technical / IT staff. How many members do you have and what is their level of experience, particularly with Drupal and/or PHP. This helps us determine the level of support you may require.

Response: SHA's IT department has minimal engagement in ongoing development and support of the site. The contracted web developer will be expected to provide technical support for Drupal.

Question 98. Are only Washington vendors eligible for the 14% WMBE Inclusion goal? For example, would a qualified Virginia small, minority-owned business meet the requirement?

Response: Any WMBE firm is eligible to be counted against the 14% goal; however, the WMBE has to be a sub-consultant. If your firm is the minority-owned business you are referring to, that doesn't count toward the 14% goal. Washington State law doesn't allow for any set-asides but SHA's funding source requires Housing Authorities to meet a goal for using WMBE firms, so the only way we can meet that goal is to give points for primes to make good faith efforts to find qualified WMBE firms to sub-contract with.

Question 99. Does the Seattle Housing Authority already own the licenses for all specific Drupal and Web Accessibility Assessment software and if so what software and what versions?

Response: No

Question 100. Will the Seattle Housing Authority be covering the costs associated with software licensing if the Seattle Housing Authority does not already own licenses?

Response: No.

Question 101. Is the current Drupal site hosted on premise?

Response: No.

Question 102. How many staff members currently contribute to www.seattlehousing.org?

Response: There are fewer than 30 contributors.

Question 103. What are the requirements for training if any?

Response: The web development consultant will train the main site administrator and provide training materials.

Question 104. Will preferential treatment be given to local WBEs or can the Seattle Housing Authority accept WBEs outside of Washington State?

Response: SHA will accept any WBE; however, please be aware that the WMBE Inclusion Plan relates to the primes good faith efforts to sub-contract with WMBE firms.

Question 105. Is the Seattle Housing Authority anticipating 100% off-site work via video chat and remote server, site development work?

Response:
SHA is open to considering 100 percent off-site work.

Question 106. Are the Seattle Housing Authority's forms currently ADA compliant or does the Seattle Housing Authority's expect the awarded vendor to make website forms

ADA compliant and if so, how many forms would be involved in the forms conversion process?

Response: *At a minimum, SHA will remain compliant with current federal accessibility guidelines and may elect accessibility components beyond the federal minimums*

Question 107. Please identify all URLs for the Seattle Housing Authority's public-facing sites included in this Web Assessment RFO?

Response: *All urls beginning with "seattlehousing.org" are part of this RFP.*

Question 108. Is there an incumbent?

Response: *There is a current web development consultant.*

Question 109. Is there a Not To Exceed Budget for Part I of this project?

Response: *A budget has not yet been established for this scope of work.*

Question 110. Is there a targeted hourly fee requirement for Part II of this project?

Response: *A budget has not yet been established for this scope of work.*

Question 111. In the RFP you indicated that the website should be fully converted to Drupal 9, tested and functioning by the end of 2022. Did you mean 2021 and if the vendor can complete the conversion in 3 – 6 months is there a benefit to the Seattle Housing Authority or are there licensing cost considerations that prevent you from complete the conversion in a particular amount of time?

Response: *The end of 2022 is an outside date.*

AS A REMINDER, THE DUE DATE FOR SUBMITTALS HAS BEEN EXTENDED TO 2:00 pm Pacific Daylight Time on Wednesday, April 28, 2021.

END OF RFP ADDENDUM # 2