DATE: May 17, 2019

TO: All Offerors

FROM: Gaurang P. Pathak
Manager of Financial Services/Internal Control

SUBJECT: ADDENDUM TO RFP - CONTRACT NO. CHR 2019-31

Website Design, Development & Mass Notification Solution

ADDENDUM #1 Questions & Answers

Questions	Answers
1. Given the wide variance in technology for certain deliverables, will vendors be excluded from consideration if they bid on one of the three services (i.e. Website - Design, Development, and Hosting only)?	1. Preference will be given to vendors who are able to provide an integrated system that offers all three services.
2. Will the web redesign occurred before or after the rebranding initiative that is scheduled to occur within the year?	2. Both. We will need websites launched prior to the completion of the rebranding initiative and refreshed/redesigned after the completion of the rebranding initiative.
3. Are there any features/functions that will vary between any of the of the 29 school/programs? If so, could you please identify each feature(s)/tool(s) that will deviate?	3. At this time, all functions on the school, program, district and intranet websites will be the same with the exception of the ability to enable/disable features, access, etc.
4. Could you please identify what is considered the top attributes of the current website(s)?	4. The layout is somewhat user-friendly, and the availability/response of IT support and customer service.
5. Could you please identify the top issues/concerns with the websites?	5. The top issues/concerns with the current websites are as followings: • Accessibility • Responsive Design • Limited/Restrictive CMS
6. Are there any challenges with the current CMS? If so, please explain.	6. Please see the response for questions #5.

	Challenges include but are not limited to the following: The current CMS is restrictive. It has limited page layouts. It is not a responsive design. There is no drag and drop functionality. The formatting options are limited. There is not the ability to have different modules/apps on a page.
7. What are the current web traffic and hosting specs (e.g. space and memory) for the websites?	7. The district website averages 9,600 visits daily; high school sites 300 visits; middle school 200 visits and elementary 100 visits. Current storage usage is unavailable. Our current package includes unlimited storage.
8. To ensure we capture the project's scope; could you please expand on "District Intranet" deliverable? What type of information/data will be housed there and what type of tools/features does the District envision will help meet their business needs?	8. The intranet should have the same capabilities as the internet sites, with restrictions to staff-only access.
9. Could you please provide an approximate number of basic website pages for the District website and an average for the 29 school/program websites? This information will help us better scope the project.	9. School/programs websites contain an average of 1500 pages per site. District website contains approximately 7,400 pages. Please note: The page counts above include news and calendar posts.
10. In order to ensure that we are offering an appropriate approach, range of deliverables and services, and recommendations, can you please share a project budget range for each of three deliverables?	10. The vendor's project cost will be evaluated as a total cost for all three services. The District's goal is to reduce the current cost of these three services.
11. In Page-2, under "High Level Functionality" there is a requirement "integration with other platforms" - Need more insight about the platforms referred here.	11. The system shall leverage existing authentication system for identity and access management (Microsoft ADFS). We also prefer that the websites have the ability to integrate with other platforms used by our schools and district, such as

	Powerschool, social media, Schoology, and Google Drive.
12. What are the different user roles that needs to be implemented in this application? Need more details.	12. Examples of different user roles include but are not limited to District Administration, school administration, Super user, with the flexibility to add additional user roles as needed.
13. What are the expected social media sites to be implemented for Social Media integration?	13. At a minimum, but not limited to, Facebook, Twitter, Instagram and YouTube.
14. In Page 3, under "Website Specifications" there is a requirement titled "Forms" - Need more details about the form and what implementation needs to be done for the forms?	14. The website must include a forms system with conditional logic. The forms should have the ability to send notifications to specific users/groups based on form selections. Forms should also have the ability to accept attachments (e.g., pdf, png, jpg). In addition, forms will also need to have the ability to store form data, download attachments, and export data as needed in the form of xls or cvs.
15. Do we need to have all the functionalities in web to be available in mobile app as well?	15. The mobile app will need to share some of the website's functionalities (such as form submission, news and announcements, notifications, calendar). However, we do not want the mobile app to be merely a replica of the website.
16. Is the school/program websites going to be sub sites from district website or will they are going to operate from separate domains?	16. Currently, the school/program sites have their own domains and domain names; but are accessible from a single sign-on CMS shared by the District and school/program websites. We are open to either option as long as (1) a seamless, single-sign on feature remains and (2) access can be granted/restricted by user, by site, page, etc.
17. In Page-4, under "Preferred Capabilities" there is a point "unlimited district accounts", Can you please provide more information about this.	17. The system must have the ability to allow the addition of new accounts, including staff, students, parents, departments and community members.
18. Data entered in to the district calendar should be able to flow in to appropriate school calendar - Are we going to have a	18. Data entered into the district calendar should be able to flow into

common calendar database of events in the district website and that needs to go to corresponding school sites or each site will have their own database of events?	the appropriate district or school calendars. There will be a common calendar database of events in the district website and that needs to go to corresponding district and school calendars. Schools will have the ability to maintain their school calendars, but not district calendars.
19. Kindly refer, Section 3.II, page no 2 - *The website solution will consist of one (1) district website, twenty-nine (29) school/program websites, and one (1) district intranet.* Do we need to revamp all the websites or just build some of the components and incorporate them?	19. The vendor will be tasked with building all websites, including district sites, school sites and the intranet. The district will provide the content.
20. Will you be sharing information of the companies who have shown interest to bid for this RFP with other participants	20. Please refer to “11. Confidentiality of Documents” on page 12 of the RFP.
21. Please confirm the languages you are initially looking to launch with across the platform if any other than, Spanish, Arabic, English and Mandarin.	21. At this time, those four languages are our primary focus based on our population, with the option to add additional languages in the future as needed.
22. Please describe the maximum scenarios the form functionality could be brought into use.	22. Currently, we utilize the form systems for the following: • Attendance / Absence Forms • Bully Reporting • Feedback • FOIA Request • Teacher of the Year Submission
23. Under preferred capabilities; mass notification system; there is requirement bullet word "Grouping" please elaborate what is intended with this statement.	23. The mass notification system should have the ability to send messages to user groups by school/building, program, grade, department, etc.
24. In the event when any information is published - from the administrative area a message / notification / content is either posted or published - would you prefer auto translate feature into other languages or would you prefer the contents to be in all the required languages filled in before its published?	24. We prefer auto translate.

25. Do you require any approval hierarchy before contents in various languages are posted, published or any notification, alerts or announcements are spread?	25. At this time, no approval hierarchy is required. However, we do prefer to have the ability to edit content in various languages.
26. For calls to be completed within a given parameter, please elaborate this expectation further whether the system is supposed to notify in an automated fashion with a pre-recorded audio at the programmed instance / system event or if this is just a statement to ensure that the person initiating a call is also able to manually update the system of the attempted call? If neither is accurate, please elaborate.	26. The system should have the ability to provide a report at the completion of the scheduled notifications. The report should tell us whether the notifications were completed or not. In addition, please refer to the RFP, Section Mass Notification Systems Specification, item #21, for our minimum reporting requirements.
27. Please specify other platforms required in addition to Android and Apple.	27. At this time, Apple iOS and Android OS are our focus.
28. Do you need within the system any form of attendance automation or integration with your current system for Students and Employees?	28. Attendance automation is not needed at this time. The system will need to leverage existing authentication system for identity and/or access management (Microsoft ADFS).
29. Do you require within the system student level accounting capabilities and integration so that there are notifications to parents and the finance people to be aware of financial standings of each student?	29. Not at this time.
30. Please confirm bid due date.	30. Deadline for receipt of proposals is May 30, 2019 at 3:00 PM (Local Time).
31. **Section number:** Section II Scope of Services **Paragraph number:** Website – Design, Development and Hosting (paragraph 1) **Page numbers:** 2 **Text of passage being questioned:** "The website solution will consist of one (1) district website, twenty-nine (29) school/program websites, and one (1) district intranet." **Question:** *What is the total number of top-level domains required?*	31. Please see the answer to question 16.
32. **Section number:** Section II Scope of Services **Paragraph number:** Website – Design, Development and Hosting (paragraph 1) **Page numbers:** 2 **Text of passage being questioned:** "The website solution will consist of one (1) district	32. At this time, there is no requirement for us to have access to nonproduction environments.

website, twenty-nine (29) school/program websites, and one (1) district intranet." **Question:** *What is the required number of non-production environments (e.g. dev, QA, UAT, etc.)?*	
33. **Section number:** Section II Scope of Services **Paragraph number:** High Level Functionality (paragraph 2) **Page number:** 2 **Text of passage being questioned:** "web accessibility" **Question:** What is the expected/required number of concurrent users?	33. The passage cited refers to ADA compliance. Accessibility: At a minimum, the website must comply with WCAG 2.0, Level AA guidelines. For information regarding web traffic, please see the answer to question 7.
34. **Section number:** Section II Scope of Services **Paragraph number:** High Level Functionality (paragraph 2) **Page number:** 2 **Text of passage being questioned:** "web accessibility" **Question:** *What is the expected number of web visits (web sessions) per year?*	34. Google Analytic Information for the District website for the last year: • 361K users • 1.8M sessions • 2m 54s session duration
35. **Section number:** Section II Scope of Services **Paragraph number:** Website Specifications (paragraph 3 item 15) **Page number:** 4 **Text of passage being questioned:** "The website should be modern, informative, and uncluttered and adhere to the current Christina brand with the flexibility to seamlessly accommodate a rebranding." **Question:** *Are there any existing guidelines that need to be followed or does this refer to using the current color schemes/logos for the Christina brand?*	35. The color scheme will be decided during the design process to match the district and school colors. The district will provide the vendor with basic branding guidelines for the district and school sites.
36. **Section number:** Section II Scope of Services **Paragraph number:** High Level Functionality (paragraph 2) **Page number:** 2 **Text of passage being questioned:** "integration with other platforms"; "data integration and automation" **Question:** *What system(s) are in scope for the initial implementation from in integration perspective?*	36. Please see the answer to question 11.
37. **Section number:** Section III Required Information	37. Please see the answer to question 10.

<u>Paragraph number</u>: General Evaluation Requirements (section B) **<u>Page number</u>:** 9 **<u>Text of passage being questioned</u>:** "Pricing (Initial and annual recurring" **<u>Question</u>:** *What is the available budget for the initial implementation and annual recurring fees?*	
38. Vendor who has experience in another domain rather than educational domain, can apply?	38. Yes.
39. Please provide the brief description of "Integration with other platforms" and "data integration and automation".	39. Please see the answer to question 11.
40. Third party translator (e.g. google translator) will be allowed?	40. Yes.
41. Do we have a person who will prepare translations?	41. No. We prefer an automated translation service.
42. What platform for web site is planned to use? Is it something custom or ready to use CMS? 43. Where Hosting will be located? Any preferences?	42. In an essence of time, a ready-to-use CMS is ideal. 43. The vendor will provide and/or acquire website hosting services.
44. Client Website and school websites: are they going to be the part of one tenant, or it will be separate sites with different domains? 45. The same question for Intranet. Do you plan to use the same hosting and platform for intranet, or it will be a separate system with its own domain (like SharePoint)	44. Please see the answer to question 16. 45. We plan to use the same hosting and platform for the intranet.
46. (Responsive Website design) Depends on the choice of the web-site platform it can be built-in functionality, or we can apply bootstrap and make site responsive. We would need to have the desired optimization list for specific screen resolutions (mostly used devices) ? 47. (Search engine Optimization) Custom engine or we can use Google, something else?	46. This information is not available at this time, but the website design should be optimized for the most commonly used devices. 47.Google Custom Search is sufficient. 48. Please see the answer to question 11. 49. Please see the answer to question 13. We would like to have the ability to integrate social media content, such as embedding social

48. (Integration with other platforms) Please name those platforms and what kind of integration you would like to have? 49. (Integration with Social Media) Integration with retrieving some data or just providing links to some social media? If integration then which social media and what type of integration, pls describe? 50. (Single Sign- On) Is it just for Intranet or for public sites you need as well? Integration with AD / Azure AD? 51. (Data Integration and Automation) Please provide some documents / diagrams which may give the overview of the workflow process and data automation? 52. (Data Integration and Automation) Do we need to move over any data from shared drives to intranet / websites? What is the size of that data if we do? 53. (Disaster Recovery) Do we have support from Admin team for the backup and database management / achieving certificates and protocols set up, or solution should be developed completely by one developer? 54. (Easy administration with access control by groups) Do you have Governance ready documentation with permissions matrix and user access or this should be developed during the project?	feeds/walls, having social share plugins, etc. 50. Single sign-on will be utilized for specified district administration to access all district and school sites. In addition, single sign-on will need to be used for the intranet for staff access. 51. Currently, website data is input manually; mass notification systems database utilizes data automation, with the data being pulled from third-party systems (one for employees, another for students), via Microsoft ADFS. The mobile app's data is received from social media feeds, website news feeds, calendar feeds, and push notifications via the mass notification system. 52.At this time, there is no need to move over any data from shared drives. Information will need to be migrated from the current websites to the new websites. The size is unknown at this time. 53. We prefer that the solution be developed by the vendor. 54. This should be developed during the project.
55. All texts for the SEO optimization should be provided by the client? 56. Content of the site responsibility of the client as well?	55. Yes. 56. Yes.
57. Does the client have any mock-ups / wireframes, or they should be developed during the project?	57. They should be developed during the project.
58. Are there any specific requirement for reporting? 59. Where encryption should be used? 60. Mobile apps will not be developed (IOS / Android). But solution will support mobile view through the mobile browser?	58. If this question is in reference to reporting for the mass notification system, please refer to the RFP, Section Mass Notification Systems Specification, item #21, for our minimum reporting requirements.

61. This may depend based on the platform chosen?	If this is in reference to reporting for the websites, the websites must have integrated analytic tracking or the ability to easily add Google Analytics. If this in reference to reporting for the mobile app, the app must have reports on downloads, usage, and page views. 59. This will be determined during the project. 60. A mobile app is required, in addition to mobile/responsive websites. 61. It is unclear what this question is asking.
62. This is most likely will be integration with a 3rd party provider?	62. It is unclear what this question is asking.
63. **Content Management System (CMS)** - The website must be built on a userfriendly, flexible content management system that meets the following requirements: a. the designated District administrator(s) shall have access to all areas of the site (homepage, webpages, navigation menus, images, forms, etc.) to allow for Updates. Will they accept PHP based CMS tools?	63. The vendor will be responsible for design, development and hosting of the websites. The services provided must meet the requirements of the RFP.
64. **Preferred Capabilities** This is not a comprehensive list of all functionality that the mass notification system will have but it gives a representative idea of the types of things we strongly prefer. • e-mail, phone (with robocall ability), mobile/cell phone, text messaging, social media posts, mobile app (regardless of platform) • grouping • reporting • integration with other platforms and social media • excel / cvs file imports • data integration and automation • text and call capability • data security, encryption, privacy	64. Please see the answer to question 11.

• mobile application • unlimited district accounts What are other platforms to be integrated? What kind of data to be integrated and automated?	
65. Is there an incumbent(s) that is providing these services? a. If yes, who is the incumbent? b. How long have they been providing these services? c. What is the total value of this contract? d. What is the annual value of the contract? e. What are you most satisfied about this contract? f. What improvements would you like to see in this contract?	65. There are currently multiple vendors providing services for the website, mass notification system and mobile app. Websites: a. Educational Networks. b. Since 2012. c. Current contract value: $71,400 d. Annual value of the contract: $71,400 (pro-rated cost for 10 months), $85,680 (12 months). e. Flexibility. f. Improved CMS and more competitive pricing. Mass Notifications & Mobile App: a. Blackboard b. Since 2013. c. $49,855 d. $49,855 e. Integrated services and discount for multiple services. f. More competitive pricing and loyalty discounts.
66. Who is maintaining your current website(s)? a. What is the annual cost in maintaining your current website?	66. The current websites are developed and hosted by Educational Networks. Regarding cost, please see the answer to question 65.
67. How many vendors will be awarded for this project? 68. What is the estimated budget? 69. Is there an incumbent working in this project?	67. The goal is to select one vendor with the ability to provide all three services. 68. Please see the answer to question 10. 69. Please see the answer to question 65.
70. I saw the RFP for contract CHR-2019-31 on Philadelphia Chamber of Commerce's website. DMiPartners is a digital marketing agency based in Philadelphia and I believe we could	70. Please see the answer to question 10.

provide many of the functionalities in the scope of services, plus as an added bonus we have worked extensively in the education sector. However, this is a fairly large project and before I pitch it to management I'd like to inquire about the budget you plan on allocating?	
71. Can the work described in the RFP be done remotely (off-site or off-shore)? 72. Do you have any restrictions on what technologies can be used as part of the solution? 73. Can the solution be hosted and supported outside the school district premises?	71. Off-site is acceptable within USA. However, off shore is not acceptable. 72. Please see the answer to question 63. 73. Yes.
74. Whether companies from Outside USA can apply for this? (like,from India or Canada) 75. Whether we need to come over there for meetings? 76. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada) 77. Can we submit the proposals via email?	74. This is not an international RFP. Only companies located in USA can bid. 75. Meetings can be conducted in-person or online with video. 76. No. All tasks related to RFP must be performed with USA 77.We do not accept proposals via Email. The Proposals may be delivered by Express Delivery (e.g., FedEx, UPS, etc.), US Mail, or by hand to: Christina School District Business Office 600 N. Lombard Street Wilmington, DE 19801 Vendors are directed to clearly print "BID ENCLOSED" and "CONTRACT NO. CHR 2019-31" on the outside of the bid submission package. For additional information please read B. RFP Submissions on pages 10-11 of the RFP