

AMENDMENT OF SOLICITATION

DATE: August 8, 2019
AMENDMENT NO: 01
ISSUED BY: Memphis Housing Authority Contracting/Purchasing Department
SOLICITATION NO: **IT 20-R-00580; RFP MHA Website Redesign**
DATE ISSUED: July 11, 2019

The above-numbered solicitation is amended as set forth below. Offerors must acknowledge receipt of this amendment by submitting a signed copy with their proposal or fax or email it to the Contracting Office. Fax No. (901) 544-1299, email. dwalker@memphisha.org.

Pursuant to the RFP information issued July 11, 2019 the listed information is updated:

Questions were submitted for additional details and clarification. The Responses provided is amended to the listed solicitation.



David Walker,
Contracting Officer

Prospective Offeror (Signature)

Print Name

Business Name



Questions and Responses

IT 20-R-00580; RFP MHA Website Redesign

1. What is the budget? **Answer:** There is \$25,000 budgeted for the website redesign.
2. What is the ideal project timeline? **Answer:** Within 4 months following contract execution.
3. Is there a (CMS) platform and/or technology preference? **Answer:** No.
4. In order to quote hosting as part of the proposal:
 - a. For the site, can you provide the number of page views per month, currently? **Answer:** 64,874 page views in the month of July
 - b. For the site, what is the average bandwidth usage per month? **Answer:** Average bandwidth appears to be around 50GB (this month was 50.38, June 54.26, May 48.15)
 - c. For the site, can you provide current storage requirements for both database and files?
Answer: Current storage is at 1.761GB
5. Are any 3rd party integrations more involved than external links to outside resources? **Answer:** Currently use External link to "Landlord Portal".
6. Is there new functionality that MHA is considering, or will the new website largely function as the current one does? **Answer:** The new website will function similarly to the current one.
7. Are there existing branding guidelines? **Answer:** Not at this time other than the MHA logo.
8. How many people will be administering content? **Answer:** Up to 4 staff.
9. What is the plan for content migration? **Answer:** No particular plan for data migration.
10. Who supports the current site? **Answer:** The Church Online, LLC, 1000 Ardmore Blvd., Pittsburgh, PA 15221
11. Is there an incumbent on this project? **Answer:** The Church Online, LLC, 1000 Ardmore Blvd., Pittsburgh, PA 15221
12. If so, will they be bidding on this project and how long have they had the contract? **Answer:** We don't know if they will bid on this project. They've had the contract since 2014.
13. Do you have an estimate of how many proposals you are expecting? **Answer:** No.
14. Lastly, are you accepting bids from out of state companies? **Answer:** Yes.
15. What is the main problem that you would like to solve with this redesign project? **Answer:** Please review page 4 of the RFP, Section Project Objective and Goals.
16. Which groups of website users is this problem affecting? **Answer:** None.
17. How is this problem affecting them? **Answer:** N/A
18. What would a successful outcome look like for you? An interactive, inviting and engaging website.
Answer: Clean, Ease of use, layout and colors.

19. Will agencies outside of Tennessee be considered? **Answer:** Yes. Will scoring be based on location or preference given to local candidates? **Answer:** No.
20. For this project do you more highly value a company that has fresh ideas from the outside or someone who has a proven track record in this niche? **Answer:** No preference.
21. Would you prefer a site that's really custom with a higher project cost, or not very custom but more reasonably priced? **Answer:** As MHA's funding is 99% federal funds, we would prefer a more reasonably priced site.
22. Do you have a list of inspiration sites/sites you like the style of? **Answer:** No not at this time.
23. Do you have a rough budget in mind or specific budget constraints for this project? **Answer:** There is \$25,000 budgeted for the website redesign.
24. What system is the current website on? **Answer:** Windows. Does the Memphis Housing Authority have any CMS preferences? **Answer:** No. Is the Memphis Housing Authority looking to receive a recommendation for this in the RFP reply or work through the CMS selection during the discovery phase of the process? **Answer:** Yes.
25. Is the Memphis Housing Authority looking for a long-term partner or simple delivery of a site that meets the stated goals? **Answer:** We wish to partner with an organization that understands our industry and has expertise to take us in the ideal direction.
26. The RFP mentions that the new website needs to provide a pleasant experience to all users by making it easy for them to complete their tasks. The RFP also lists several key user groups, such as: Residents and potential residents, Citizens of Memphis, TN and Shelby County, Federal/State/local government and non-profit agencies that support and complement MHA's interests, Elected and appointed officials, Community members and organizations, Local and national media and Land owners and developers (resident and non-resident). What are the most frequent tasks that need to be completed by each group of users? **Answer:** Housing Availability, Wait List Openings, Job Applications, Customer Complaints.
27. Do you currently have Google analytics or other tacking enabled on the site? **Answer:** No. Will that data be available as part of the discovery process to help profile customer groups? **Answer:** Not available.
28. In the Responsive and Customizable Mobile View portion of the RFP, it says the solution should be able to preview the mobile view across different devices. Most current browsers (i.e. Chrome) and testing applications allow for this to be done - does this need to be a part of the CMS experience itself? **Answer:** As-needed. Would adjusting the size of the window itself to show what it looks like at the appropriate screen size meet this need? **Answer:** Yes, for most devices.
29. Also, in the Responsive and Customizable Mobile View portion of the RFP, it says the solution needs the ability to design and customize a better user experience for mobile users by allowing us to move, hide and reorder content to create an optimized mobile view of our website. Are you seeking to have a different layout/content displayed on mobile devices with the content editor able to define this for themselves in the CMS? If the budget allows.
30. To meet ADA compliance, does the Memphis Housing Authority require AA or AAA compliance? **Answer:** Yes.
31. In the Flexible Solution portion of the RFP, it says the solution should also accommodate existing auxiliary department sites to maintain a consistent look and feel that shares overall infrastructure and features. How many existing auxiliary sites are there? Are these sites currently managed in different systems? If so, will they need to be consolidated/migrated by our team? **Answer:** Can you provide links to some of these for our team to review?
32. In the Simplify and Streamline Administration section, it says that it's important to reduce the amount of time that IT spends on enhancing and maintaining the site. Is part of the desired solution to have assistance with upgrades, code fixes, & creation of additional features either through an on-going maintenance agreement or additional scoped projects on an on-going basis? **Answer:** On-going maintenance agreement.

33. In the Proven Development Process section of the RFP it says that the Vendor should have a proven development process and flexible timeline structure that favors the availability and time commitment of MHA. Are there expectations or currently known limitations on MHA's part? **Answer:** MHA is currently implementation a new property management software with the plan to go live in February 2020. Training scheduled for September – November 2019. The annual audit onsite review will take place in October 2019. RAD conversions for some public housing properties will begin November 2019.
34. As part of this contract, is it desired that the chosen vendor will migrate all content to the new site from the existing sites(s)? To estimate the amount of time it will take to port over the current site's content, can you provide an approximation of how many pages are on the site? **Answer:** Approximately 1000 pages. Approximately how many documents and images are there on the site? **Answer:** Approximately 60 documents and images. Will all content be moved to the new site or will some be removed? **Answer:** Some content will be retained, and other content removed. Will MHA staff be available to assist with content removal/update decisions? **Answer:** Yes, staff will be available to assist.
35. To support training on the new CMS we typically provide a library of video trainings to our clients. Would an in-person training also be helpful? **Answer:** Yes. Do you require training in any particular format to meet your needs? **Answer:** Not at this time.
36. For the project's timeline, is there a target launch date we should aim for? **Answer:** Within 4 months following contract execution.
37. In the vendor obligations section, you ask how often documentation is updated. Are you referencing documentation for any products used (i.e. CMS, plug-ins, etc.), or documentation regarding our team's solution (training docs, etc.)? **Answer:** CMS, Plug-ins, etc.
38. Will a document be provided to all companies/posted online, with answers to questions? **Answer:** Yes.



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