

Providence School Department

**Website Design, Content Management and Hosting Services-3 Year Contract
(FY21-FY23) with Two One-Year Options**

Addendum #2

Issue Date: May 20th, 2020

1. Do you want to keep your current CMS, or are you open to any CMS?

We are open to another CMS.

2. What functions are required for the intranet part of the project? Does it have private pages? Lots of documents? What are the content types on the intranet? On line item 3.a of the “Expected deliverables:” Is there an example of the "intranet" and "custom user dashboard" we can look at? What is the intent of "subscription"? In question 3.a, you mention subscriptions. What type of subscriptions are you referencing?

The intranet would be password protected. It will include static pages, hosting of important documents, newsletters, photos, videos and more. Please include specifics in your proposal.
Subscription in this instance means allowing different levels of access depending on audience type.

3. Can you please describe what you are looking for “custom user dashboards”? Can you provide us with a sense of the content that needs to live within the custom dashboard? Besides displaying a dashboard for each role type, what other features should the intranet have? Example: Is the dashboard utilized to aggregate data from the 3rd party systems mentioned in the integration section?

The dashboard would allow us to monitor website usage over time and track key metrics by site, child site and individual page. It may work with 3rd party systems such as Google analytics.

4. On line 3.b of the “Expected deliverables:”, how many templates do we need to build?

We would prefer customizable templates for district pages, elementary, middle and high schools. Each school should be able to personalize these templates with their own logos, colors and content.

- 5. In reviewing the current sites, we see different layouts between the Elementary, Jr High, and High School levels. Is this important to preserve moving forward? What differentiation is necessary between school levels?**

While we do not need to have different layouts, we may want them, as the needs of an elementary school page are different from those of a middle or high school page.

- 6. Will there be a PPSD Project Manager/Point of Contact (POC) leading the project? If so, will that POC also be the POC for the individual "associated/child" sites and the microsites?**

The staff in the communications office will be point of contact, and will work with IT when needed. That staff will also be POC for the development of child site templates, but other users will be managing each of the child sites.

- 7. On line item 3.c of the "Expected deliverables:", what are the 15 child sites? Examples?**

Child sites are microsites within the larger district site. Examples include registration <https://www.providenceschools.org/domain/1311> and Academics <https://www.providenceschools.org/AcademicsDepartment>

- 8. Are you looking to retain the current style or completely redesign?**

We are open to redesigning.

- 9. For the vendor created app version of the mobile site? Is there already an app that has been approved by the iOS or Android app store? On line item 3.f of the "Expected deliverables:", do you want just a mobile version of the websites or do you want an app(iOS/Android) created or both? Does the deliverable listed under 3.F refer to the CMS as being a responsive website that can be linked to by other sources or platforms, or does this deliverable imply that a separate mobile specific version of the CMS is required for a vendor-created app? What is the use case for the mobile APP? Are you looking for minimized content? Do you need push notifications? What features would the app need besides the ability to access the website? For example, push notifications, messaging, etc.? Does the deliverable listed under 3.F refer to the CMS as being a responsive website that can be linked to by other sources or platforms, or does this deliverable imply that a separate mobile specific version of the CMS is required for a vendor-created app?**

A mobile version is mandatory and should work on iOS/Android platforms.

The mobile version/app should at a minimum include home page content and navigation in a user-friendly format, and the ability to revert to the full site. It should account for alerts and push notifications.

Any app you would create would be separate from the one associated from the current vendor and would need to have separate approvals.

- 10. Can you clarify if Business License of Rhode Island & Tax ID required and provided during bid submission? Can we get the necessary licenses after the award of contract?**

At the time of award and contract, you must have a business license in RI and a Tax ID.

- 11. Please Refer- Bid bond- If none of the Check box are checked then how much amount of bid bond is required to submit? Is bid bond is necessary to submit along with the bid?**

No bid bond is required for this item.

- 12. Can you please elaborate on the purpose of a local agent? Are you looking for a local office / presence? Is it mandatory to have a local agent/ office for this RFP? Are there any objections to having a non-US (Canadian) vendor? Our closest office is White Plains New York, however we utilize staff all over north America is that permissible?**

A local agent in R.I. is required for contracting purposes.

- 13. What is the historical amount of budget spent on this RFP?**

Last year, we spent \$79,700 on web services. In 2015, the contract was awarded for approximately \$247,000 for three years.

- 14. Are you able to provide an approximate budget range for the project?**

n/a

- 15. Do you have any incumbents? What CMS/Platform is the current website utilizing? Is there currently an internal resource knowledgeable about the availability of migration/export tools from the current platform?**

Blackboard Schoolwires is our current vendor.

The communications office and IT can work with the vendor on migration strategies.

- 16. Due to Covid-19 Pandemic could you please accept electronic copies of the proposal (via email)?**

No, we cannot accept electronic copies of proposals.

- 17. Are you going to continue to use Blackboard as a learning and teaching tool? If so, what level of integration does the site need to have with that?**

n/a

- 18. Do you have a specific network that you will use for the banner advertising? Is there a third party vendor of choice for advertisement management?**

We do not know at this time.

- 19. What kind of “aging alerts” do you require for the documents? In question 3.I, what do you mean by "alerts for document aging"? Can you share what the notification scheme is that you have in mind for aging documents? Is this tied to any email notifications or only displayed within the admin panel itself?**

Can you share a list of the types of documents that would be within the library?

We envision a time out feature when documents or pages are no longer visible after a certain time, which the content manager can determine.

- 20. On line item 3.j of the “Expected deliverables:”, will it be acceptable to support the current and previous released version of Chrome, Firefox, Safari, Edge? Do you want support for Internet Explorer 11? Can you please provide a list of operating systems and Browsers the site should be tested for?**

Chrome, Safaris, Firefox, Edge, Internet Explorer 11, Samsung internet and Opera should all be supported.

- 21. What are the top 3 things you want someone to know when they arrive on the site? What are your priorities for communication?**

Priorities change depending on circumstance. We would like a flexible tool that allows for ease of navigation and makes clear when information is critical in nature.

- 22. Can you share how many people are using these websites and on what browsers/devices they are using them on? Do you have metrics for the amount of traffic received by the current website per month? Can you provide approximate monthly traffic (page views) for the sites? Do you know the average time on page for visitors?**

We ask that you plan for multiple browser types, as we do not regulate what our users choose. We had 4.4 million visits last year and 1.8 million total page views.
Last month we had 265,000 visits and 149,000 total page views.

- 23. On line Item # 5 of the “Expected deliverables:”, - Is it acceptable to put the site in maintenance mode at night to perform updates and patch the server? Say between midnight and 4AM.**

Yes.

- 24. Do you currently have a style guide that represents your brand? Do you have a logo? Are you looking to redesign your logo? What branding standards currently exist for PPSD, and how much flexibility is there in exploring web-optimized styles? For example typography, color palette. Are there existing PPSD brand guidelines to be followed within the site design? Will all child sites follow the PPSD branding standards, or does each have its own set of brand guidelines to abide by? Do individual schools have any specific customizations/functionality that they can request during the RFP process, or do all schools adhere to the basic set of guidelines? Will all microsites follow the PPSD branding standards, or does each have its own set of brand guidelines to abide by? Are there existing graphics that will be used moving forward (and may inform the overall look and feel)?**

We do not have a style guide specific to our brand at this time. Please be aware that you will be designing for multiple schools, all of whom have their own school colors and graphical elements. Any design template must incorporate the PPSD logo. We will adopt templates will the idea of providing a level of uniformity and identity. We can work with the vendor to ensure consistency of font and design.

- 25. Is there a photo gallery or stock image account available to use across the site design?**

We consider photos to be content that we curate and publish. We generate these over time. They are not static. We rarely use stock images.

- 26. Do you have a target audience for your website?**

This website is the home base for Providence families and students, as well as the general public. While it is also an important

27. Are you currently running any Google Ads or Paid Campaigns to drive traffic to the website?

This changes over the year. We often have paid social media driving viewers to the site.

28. How often is your current website updated (weekly/monthly/quarterly)?

Daily

29. Your current website shows more almost 4000 pages and/or documents. How much of this content would be migrated? How much content needs to be migrated to the new PPSD website? Will content need to be migrated from each of the respective school sites? Are you looking for the agency vendor to be responsible for automated migrations or will internal admins be responsible for a manual migration of content?

We estimate that 85-90% of this content would need to be migrated.

We are open to multiple solutions here. Our current thought would be migrating the district pages automatically and have the individual school sites—which have much fewer static pages—migrate their own content.

30. Some of the language in the RFP seems to indicate a preference for specific technologies and platforms. Is it a preference of the PPSD for an open source content management system? We have two options one using Umbraco open source or i:Create CMS, that has been developed with over 360 public sector organizations for ease of use with no programming required. A lot of open source products you would require some programming knowledge (Drupal, WordPress etc) Would your preferred hosting be in Azure? Or AWS?

No preference

31. Is there an anticipated Go Live date of the new website(s)? Is there a date by which you need to launch?

n/a

32. What is your internal approval process? Can you provide us with an organizational breakdown of key district and school personnel stakeholders and, if applicable, how the breakdown affects decision making throughout the life of the project? For example, will there be stakeholders specifically responsible for design-related decisions? And stakeholders specifically responsible for technical decisions? And lastly, who will be responsible for final approvals?

You will work with the communications staff as your point of contact. They will manage any stakeholder outreach or internal approvals.

33. Has the current site limited schools from increasing their content?

No

34. Who will be the project stakeholders for PPSD over the course of this project?

The project will be managed from the communications office, but each unique website will have its own designated webmaster.

35. Will PPSD be able to accommodate 72-hour turn around feedback during the Discovery and Design phases? If not, what is a more reasonable timeframe?

Yes

36. Would Oomph interact with all 45 schools and 20 departments during the course of the project?

N/A

37. Will there be a need to publish/push content to the subsites within the district? Example a notification from the main websites needs to be published to all sites within the district. Does this same functionality apply to other content of the platform? If so please explain.

PPSD will provide content. Our hope is that some content will be consistent across all sites, while other content may be unique to a group of sites (i.e. middle school, high school), and still other content may be the unique to a particular site or child site. Ideally, when content is shared across multiple sites, edits to that content will auto-populate.

38. Is there a specific allotment of hours per year for support?

Support is on an as-needed basis.

39. I see Providence is requiring the prospective company offers automated translation into multiple languages, including Spanish, Portuguese, Arabic, Swahili, Creole, Lao, Hmong and Mon-Khmer (Cambodian). Blackboard utilizes Google translate as a language translator for Web Community Manager, which includes Spanish, Portuguese, Arabic, Swahili, Haitian Creole, Lao, Hmong and Khmer, would this fit the needs of Providence Public Schools? Is Google Translate sufficient for language translation? Do internal stakeholders have any opinions on specific translation services? Are there any internal concerns about localization of translation from automated. Examples include Spanish (Castilian, vs Mexico/Central American colloquialisms)? In the case where these concerns have arisen, is there a need for the CMS to also provide the ability to manually translate the content (in some or all areas)? While Spanish was used in this example, this question applies to all languages listed. Does the website need the ability to additionally support RTL (Right to left) when displaying manual/automated translations when applicable? Are there any internal resources that can validate the accuracy of translations? Does the selected vendor have any responsibility related to the accuracy of translations?

If Google Translate in its current version allows for the translation into all the languages needed, then it is sufficient. If Google Translate changes or limits its functionality so that it cannot easily translate for all languages listed in the RFP, the vendor must come up with a substitute solution. Moreover, if Google Translate becomes unreliable in its ability to translate with a fair level of accuracy, then the vendor must come up with a substitute solution.

The ability to support RTL would be helpful when a stakeholder chooses to translate site content into a language requiring RTL, such as Arabic.

The majority of our non-English readers are Spanish speakers. We often supply content in English and Spanish; our staff translator ensures the accuracy of those translations. It is important that we have the

ability to either post our Spanish translations alongside our English content or to post the translations within the CMS such that readers could choose to see our translations. This is not the case for other languages at this time.

40. In question 3.g, you ask for Creole translation. There are many types of Creole. Are you referring to Haitian Creole?

We have families who speak Haitian Creole and Portuguese Creole. The ability to translate Haitian Creole is mandatory; Portuguese Creole translation is optional.

41. Would each 45 schools and 20 departments have direct access to contractors after the project launch for maintenance?

Yes and troubleshooting.

42. After reviewing all of the school sites, it appears there are two main templates they are able to choose from. The main changes among them being site color. Is this correct? Can you explain the options the schools currently have? Does the District site need to use a different template than the 45 school sites? Is the intent of the redesign and new build to allow schools to increase their content flexibility? Can you provide a sense of the flexibility you'd like to have for the future school or district websites? Will microsites follow a consistent template? Or do they each require their own specific features/functionality?

Templates are district level, high, middle and elementary. We chose these from multiple options provided by our current vendor.

Templates would identify schools as part of the PPSD family and part of their current network—Elementary, Middle and High. Within these templates, we would like flexibility.

43. What types of calendars does the site host: Personal Internal Calendars? Private Internal Shared Calendars? Public Event Calendars?

The site does not need to manage individual personal calendars. It should allow for a public districtwide calendar as well as calendars for individual schools and child sites. Additionally, we may wish to use calendars restricted to employees only within the intranet site.

Event integration with external tools would be helpful but not required.

44. Is there a need for recurring events? Will there be a need for onsite event registration? Will there be any registration or ticketing needed? Are events going to be aggregated to other services such as Facebook, Eventbrite etc? If these are events calendars, are there any event-integrations needed (ie. Facebook events, Eventbrite, etc.)?

The ability to register for events via forms or another mechanism would be helpful. The alternative would be to integrate with Eventbrite or Facebook events.

45. How many days training is expected for the City? Is onsite training mandatory? If yes, please specify number of days of onsite training? Will travel expenses be reimbursed - if yes, will this be a part of the budget?

Per the RFP, we require onsite training for up to 5 super-users. Other training can be virtual. The total training time would depend on the complexity of the system and should be detailed as part of the proposal.

46. Are there specific monitoring tools the internal staff require or is that at the discretion of the vendor and their tooling?

Tools are at the discretion of the vendor.

47. To provide zero down time, is there a specific budget related to hosting and redundant/hot swap capabilities to have a 100% up time capabilities?

We may authorize occasional downtime during late night and early morning hours, provided we have advance notification.

48. Can approximate the size needed for media assets (images, PDFs, videos, etc.) stored in your current file system?

n/a

49. Will PPSD be using a Digital Asset Manager (DAM) for this project?

n/a

50. Do you have a need for a geospatial located mobile app?

We do not have a specific need for a geospatial located mobile app.

51. Will other files (outside of the files needed to run the site) be uploaded to the server?

If you mean will the site be able to host downloadable versions of publications, the answer is yes.

52. Can you further describe your search capability needs? Can you expand upon the definition of "state of the art" [in terms of search engine]? Will search be specific to each site (microsites, school-specific sites, intranet)? Will there be a global search that searches across multiple (or all) site instances? Is there a requirement for specific search by, authors, staff etc. ? Is the search engine related to both visitors as well as the internal dashboard/administrative areas? Do searches need any analytics tracked? Are search results specific to content on the site, and which content is relevant/excluded explicitly? Are searches stored in any way? Are you interested in fuzzy matching/spelling correction (IE "Did you mean?")?

Public search should encompass the district site and all child sites by key word and title. Search may include intranet items for those with access. Searches are not stored. Fuzzy matching would be helpful but not required. While searches do not need analytics tracked, that would be helpful information to include in a dashboard.

53. Does search capabilities also expand to the automated translation services?

Ideally, the search function would have a language preference option.

- 54. Is there a requirement for search capabilities to be hosted within the website or can it utilize a 3rd party service? Example: Utilizing a Managed Elasticsearch server.**

We are open to the use of an integrated third-party search service.

- 55. [Related to search] Is there a requirement for related content (IE "You may also be interested in")? Is there a need for overriding "weight" of content/terms etc?**

No and no.

- 56. Has a timeline for the delivery of the district's public website been discussed? Would the go-live date also include ALL child sites and microsites to launch simultaneously?**

The vendor should detail the time needed for development in its proposal. Ideally, all child sites and microsites would launch in close proximity to the district site, but we would be open to a phased approach if that were necessary.

- 57. In Section 3.3, you ask for responses to Expected Deliverable 1-10, including #3 a-q, listed in Section 1.2. Expected Deliverable #3 lists questions "a" through "t." Do you also want responses to 3.r, 3.s and 3.t in Section 3.3?**

Yes

- 58. Will authors need access to add/edit/publish news/blog posts themselves, or will a website admin be ghost publishing on their behalf? Will there ever be guest authors, or co-authors? Is there any need for a commenting system? If so, are comments directly tied into any sort of accounts as mentioned previously? How do you foresee comment moderation/approval happening?**

The district site will have a limited number of users/superusers, and each child site will have a webmaster. Web publishing rights will be limited to these users.
There will be no need for a commenting system.

- 59. In question 3.d, you mention RSS with the district news. Are you asking for an RSS feed on the website that pulls in news content?**

An RSS feed would allow us to publish OUR district news and blog posts such that others could subscribe.

- 60. Are there any specific 3rd party integrations needed for form submissions? ie. a third party CRM, marketing automation.**

n/a

- 61. What authentication method are you currently using?
Will Single Sign On (SSO) be needed for content editors?**

No Single Sign On is needed.

- 62. What internal website resources (editors or developers) do you have?**

We do not have developers on staff. We will have users trained by the vendor to use the

- 63. In Scope of Services the RFP mentions “The website will be hosted externally by the vendor. Vendor must provide details on the server platform their proposed system will run on.” but under Response Section 3.6 it is mentioned “Describe maintenance services included in your RFP response for either Vendor-Hosted Option A or PPSD-Hosted Option B. Label the specifics for each Option”. Are you looking to host internally, or with the vendor? Where is the website currently hosted?**

The website should be hosted by the vendor off premises.

- 64. Do you currently have a security and disaster recovery plan in place?**

Yes

- 65. Would we be able to gain access to Google Analytics during discovery if we were to win the bid?**

We get analytics on a K-12 platform level and not on an enterprise level. You would need to request specific analytics from us.

- 66. We understand that the PPSD would like an updated CMS to integrate into the following (but not limited to): Skyward Student Information System, Frontline Education, Microsoft Outlook (link off to outlook webmail), and Electronic School Board. Can you let us know your vision for integration? Is it a link off to these applications OR would you like our form builder to integrate into the systems for reporting of bullying etc.**

The integration is limited, and should support links and data sharing.

- 67. How often are security patches and updates applied to the server?**

Security patches should be applied by vendor in real-time as they are released.

- 68. In some scenarios/circumstances out of the vendor's control, are there specific exemptions in place as it relates to incident reports/incident exclusions. IE. A cloud provider has a security measure that relies on a firewall update. That update is hardware specific and in turn will result in X amount of down time. This circumstance is out of the vendors' control. Is a specific incident report needed, or are there specific exclusions that will need to be defined in the contract?**

Incident reports should be provided to the district for the items below.

- All planned outages should be reported prior to the outage itself to the district.
- All unplanned outages even if it is not related to the vendors' equipment or services should be reported as well.

- 69. Does PPSD have standards for site speed? Do standards exist for low bandwidth connections vs high-speed connections?**

We have a set speed in our infrastructure with boosting capabilities.

- 70. In question 3.r, you mention desiring a maintenance software? Are you intending to perform upgrades and maintenance on the website yourself, or is that expected of the vendor?**

Upgrades and maintenance are expected of the vendor.

71. Are there any specific requirements regarding Personally Identifiable information?

We will not have birthdays, home addresses, social security number or other confidential information on this site.