



**Questions and Answers
RFP 2018-01
Website Design, Development, and Hosting
Addendum # 4**

This addendum is being issued to provide the Answers to Questions submitted timely by vendors during the Question and Answer period.

Please be advised all questions are keyed as submitted.

Q1) Whether companies from outside USA can apply for this? (like, from India or Canada)?

A1) No

Q2) Whether we need to come over there for meetings?

A2) Face-to-face meeting would be preferred for some sessions, but the Board is equipped with teleconferencing capability.

Q3) Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

A3) No

Q4) Can we submit the proposals via email?

A4) Proposals must be submitted per Section 7.1 of the solicitation.

Q5) Section 6, p.19 states that a Project Manager must be assigned to this project. Section 72.2, 4.b.p.24 states that names, resumes and descriptions of all Key Personnel must be provided. Is the Project Manager the only Key Personnel that must provide information under Section 7.2.2.4.b.? Or are there other Key Personnel as well?

A5) No, the Project Manager is not the only key personnel. Designers, developers, and other technical staff qualifications should be included.

Q6) How much disk space is currently being used to host the website?

A6) 154 GB

Q7) How much bandwidth is being used per month for the website?

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[Double click to type addressee]

December 13, 2018

Page 2 of 10

A7) Unknown. The current site is uses a shared 1 gb port in a shared datacenter connected to a multitenant core. Our office does not have the tools to break out the bandwidth.

Q8) Which WCAG version and level needs to be met?

A8) WCAG 2.0

Q9) Can we take a look at the backend to see how currently manage the site

A9) This project will be a complete redesign, so current practices may not be a good indicator of needs for the new system. However, if needed access and information gathering can be done on the old system.

Q10) What is the existing site built on?

A10) LAMP Stack on a CISCO UCS/NetApp infrastructure.

Q11) Can we see the new branding or new standards

A11) The branding standards are a set of font types, a logo family, and color grouping. This information will be shared upon awarding the RFP.

Q12) Is your vendor expected to keep everything page by page? What is the extent of the redesign.

A12) Backup protocols should have retention defined. Archiving was not discussed in the RFP, but we would anticipate the ability to export pages for archiving would be possible on the new system. The goal is to move away from the PHP site we currently have to a new site.

Q13) Improving navigation means we'll be moving content around and changing page URLs. this might represent an initial hit on SEO. is that ok?

A13) Yes.

Q14) Have you done a content audit and have an idea of any new content that needs to be added or old content to be removed? Would we be responsible for content strategy as well?

A13) No audit has been performed. Operationally, critical new content all revolves around the upcoming Board meetings and regulation changes. Migration of older content for Board meetings will needed. Most of the other content is well defined and used by very specific university groups.

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[Double click to type addressee]

December 13, 2018

Page 3 of 10

Q14) Are there performance benchmarks for the new site?

A14) The speed test requirements are geared towards having the new site at least as responsive as our current site.

Q15) Please elaborate on what is meant by “Assist with applying the new Brand to social media sites”?

A15) The Board does not employ graphic artist. Logos and other images have been created, however if any graphic work needs to be done (i.e. overlay a logo on a background image) for any of the Board’s social media sites we would like assistance. We are seeking consistency between our web presences.

Q16) What’s the timeframe for this project?

A16) The Board would like to roll out the new site at the June 2019 Board meeting.

Q17) Can you provide the projected budget for this project?

A17) The Board anticipates that the vendor will provide the cost of development and hosting based upon the needs described in the RFP.

Q18) Do you want user research and user testing as well?

A18) Testing and adjusting prior to production release will be done by Board staff. A very small group of university users may be asked to evaluate prior to the production release.

Q19) Who are the stakeholders? Will they participate on the process?

A19) Board staff will be the primary participates in the process. There may be limited number of university staff involved to provide some feedback as the project proceeds.

Q20) Complying with Board Branding Standards is mentioned several times in the RFP. In order to understand the level and complexity of work necessary to comply with the standards we will need to review them. Is it possible to post the standards document for review?

A20) The branding standards are a set of font types, a logo family, and color grouping. This information will be shared upon awarding the RFP.

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[Double click to type addressee]

December 13, 2018

Page 4 of 10

Q21) The RFP states that no subcontracting is allowed. However, is it possible to subcontract for hosting services?

A21) Please see Section 5.4

Q22) The RFP states that the proposer must provide the hosting data center's ranking using the Uptime Institute's ranking system. If the BOG are referring to the Uptime Institute's Tier Certifications, there are only 2 or 3 Data Centers in Florida that have those certifications. What level ranking will you find acceptable?

A22) The datacenter rankings are used in the scoring matrix. This is a very small portion of the overall score. We are okay with out of state datacenters as long as they are located in the US.

Q23) Would the winner of this RFP have access to hosting the site at the State SSRC Center?

A23) The Board does not use SSRC.

Q24) Many of our websites are not public but passcode protected. How do you propose to handle reviewing these?

A24) Guest or test credentials would need to provide with your submitted reference information. The file submission mechanism used by the Board is encrypted and secure.

Q25) Based on the RFP, it appears that you are looking for a web site that not only provides a public view but also includes a robust content management system that can handle business processes, especially for the Board Regulation tools. However, while the RFP addresses how you will evaluate the front end of the sample sites, the RFP does not directly address how you will evaluate the back end. How do you propose to handle reviewing and scoring the back-end content management systems?

A25) The Board's overall content management's needs with the exception of the two specific areas (Board meetings and regulation management) are generally simplistic. Our agency is also very small with a limited number of users. All modern CMS reviewed by the IT staff appear sufficient to meet our business needs. It is also our goal to limit the amount of custom programming and use available or built in tools to manage our content.

Q26) Are there any preferences for CMS systems (Eg. Wordpress) or is this wide open?

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[Double click to type addressee]

December 13, 2018

Page 5 of 10

A26) Wide open with the caveat listed in the RFP related to proprietary systems section 6.0.

Q27) What do you mean by developing social media style framework and website(s) style framework documentation?

A27) User templates or structures that would give a department some flexibility with their pages while maintaining consistency across the systems. We are a small agency so the number of different templates would most likely be limited.

Q28) What are the current authoring and publication tools that you use and what are their capabilities that need to be enhanced?

A28) The current site is written in PHP. The content tools were custom built and have some deficiencies. They are not very user friendly.

Q29) And finally how many Board websites and Social Media sites will be included in this RFP? Multiple sites were mentioned.

A29) The Board has 1 public website (FLBOG.edu), one specialty site (Think-Florida.org), and the standard social media sites (i.e. Facebook, Twitter, Youtube, and LinkedIn).

Q30) Who is the incumbent and how long have they had the contract?

A30) The current site is self-hosted.

Q31) What is the expected budget for this project or how much was the last budget?

A31) The Board anticipates that the vendor will provide the cost of development and hosting based upon the needs described in the RFP.

Q32) Does the website need to launch by a specific milestone date?

A32) Our goal is to roll the production site out at the June 2019 Board meeting.

Q33) You mention the need to redesign the site is partly based on new/update branding? Can you share the branding work? What vendor did you work with on the branding?

A33) The branding standards are a set of font types, a logo family, and color grouping. This information will be shared upon awarding the RFP.

[Double click to type addressee]

December 13, 2018

Page 6 of 10

Q34) What information/research do you currently have about your target audiences and personas, if any?

A34) A review of our current site should be sufficient to get an idea of our audience. Once awarded a Google Analytics seat(s) will be made available to assist the vendor in gathering technical traffic information.

Q35) How will the website review committee evaluate mobile responsiveness and multi-platform/browser functionality (a specific software tool or manual review)?

A35) Google mobile friendly checker will be used for preliminary review. If the site passes, a manual review will be done at different resolutions using quirkttools.

Q36) Will all relevant Board stakeholders be available in Tallahassee for a Phase 1 in-person listening session or will multiple sessions need to be held in other cities?

A36) All stakeholders will be in Tallahassee or the Board will provide teleconference capability to allow remote stakeholder to participate.

Q37) Will the initial content management tools training for Board staff be held in Tallahassee or other cities in Florida?

A37) All sessions will be in Tallahassee.

Q38) Does the Board have any existing messaging documents that vendor will have access to during development of the Board messaging recommendations report and Message Guide Book?

A38) No.

Q39) In the event that the Technical Specifications documentation identifies new functionality or tools not clearly stated in the Scope of Work, will the Board be able to modify the Scope of Work and corresponding pricing?

A39) Our goal is to limit extraneous effort, but in the event that functionality is identified that is considered mission or project critical (and budget is available) change orders and adjustment may be acceptable.

Q40) What level of ADA compliance is expected: Section 508, WCAG 2.0 Level A, WCAG 2.0 Level AA, or WCAG 2.0 Level AAA? How will ADA compliance be evaluated at the completion of the project?

A40) the WCAG levels are not well defined to give a definite answer to this question. We would want all of the site to meet the A level with however some areas of the site that may have a greater need.

[Double click to type addressee]

December 13, 2018

Page 7 of 10

Q41) Will PDF/UA accessibility be included in the ADA compliance review? If so, will it be the responsibility of vendor or the Board to review existing PDFs and update them to UA standards?

A41) The Board would review existing PDFs. Compliance of the site itself would be the responsibility of the vendor.

Q42) Do any Board staff prefer one underlying content management system (CMS) over others? Is there any specific CMS we should not propose?

A42) We have no preference.

Q43) The Scope of Work states "Create any needed images for website." Does this imply that vendor will be responsible for securing and/or paying for stock photography, shooting new photography, and/or modifying Board-provided/existing imagery?

A43) The Board would provide any required stock.

Q44) Will vendor or the Board be responsible for producing and delivering email notifications related to regulations (i.e. proposals, adoptions, etc.) following the completion of the website?

A44) The business management of the regulations is the responsibility of the Board staff. The Tool should help manage the technical functions.

Q45) Will vendor or the Board be responsible for user acceptance testing?

A45) The Board.

Q46) Are any domains besides flbog.edu included in this RFP/scope of work? If so, which domains?

A46) Think-Florida.org for messaging and branding, this site is hosted at a university. Modification of the Think-Florida site will be limited to what is feasible to create some consistencies between the Board office and Think-Florida.

Q47) Will new content be added to the website and/or any existing content be removed from the website during the redesign process? Who will be responsible for the selection of these items?

A47) The Board does not anticipate 'new content' as it relates to adding new functional areas that do not currently exist on our main website. We do anticipate that some content will not be migrated. Identifying what is and is not migrated will be the responsibly of the Board.

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December 13, 2018

Page 8 of 10

Q48) To what extent will the vendor be expected to write and/or edit text-based website content during the redesign process?

A48) Creating of text based content will be the responsibility of the Board.

However, the Board will look to the vendor for recommendation on presentation and message constancy.

Q49) Does the website need to be available to users in more than one language (English)? If so, which languages and through what mechanism?

A49) No.

Q50) How many pages or page templates should receive their own wireframe mockups? Do these mockups need to be available as a desktop, tablet, mobile, and/or other responsive-breakpoint sizes?

A50) The primary pages of the site should have mockups to allow staff to evaluate the flow and feel of the site prior to development. The number of 'pages' or templates would be dependent upon the organization of the site. Redundant templates or site subsection would not have to have wireframes. Responsive mockups for other sizes are not required, however the vendor is responsible for ensuring that as the site responds to different devices the navigation and flow of the site functions adequately.

Q51) In 5.2 of the RFP - Identical Evaluation of Proposals, the last sentence talks about the drug-free workplace program certification form. Are you requesting this form as part of the RFP response or only to the awarded contractor or is this text misplaced?

A51) Please see section 7.2.1 of the solicitation referencing "all addenda".

Q52) How will the evaluation take into account websites with significantly different purposes? For example, several types of sites are: marketing, informative, knowledge management, business management, program management, and .e-commerce. The navigation and design is drastically impacted by the purpose and complexity. Marketing and brochure type sites tend to have high visual impact and low complexity. Content rich as well as business process management sites tend to have simplified presentations in order to maximize usability.

A52) Six areas of each website will be evaluated using a scoring matrix. The six area are Visual Impact, Brand Consistency, Message Consistency, Mobile Responsiveness, Ease of Navigation, and Multi-Platform/Browser Consistency.

Q53) 6.0 Design:

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[Double click to type addressee]

December 13, 2018

Page 9 of 10

- #2 Gather requirements and create Technical Specifications for all internet accessible messaging platforms.
 - Can you provide a list of these platforms?
- #4 Develop Board Social Media Design Documents
 - We have identified that FLBOG currently has Facebook, Twitter, YouTube, and Google+ (retiring) - are there any other social media accounts?

A53) Flbog.edu, Think-Florida.org, and the social media sites (has Facebook, Twitter, YouTube, LinkedIn).

Q54) 6.0 Development:

- #4.1: General Web Content - Develop/Implement/Customize general tools for authoring, publishing, and allowing remote management of website content as part of the website. Tools must at a minimum, must have the same capability as the current public website.
 - Does that include integration/management of the following:
 - SUS Data Dashboards
(https://susdata.flbog.edu:8343/SASVisualAnalyticsViewer/VisualAnalyticsViewer_quest.jsp?reportName=Admissions&reportPath=/Public/)
 - Academic Program Inventory
(<https://prod.flbog.net:4445/pls/apex/f?p=136:13>)
 - Self-Insurance Programs (<http://flbog.sip.ufl.edu/>)
 - Frequently Asked Questions
(<https://prod.flbog.net:4445/pls/apex/f?p=128:5>)
 - Are there any other websites, subdomains, or services that require integration/management besides the following?
 - SAS Software (https://www.sas.com/en_us/home.html)

#4.8.1.1: Board Meeting Tools: Meeting administrators must have the ability to post Who qualifies as a Meeting administrator? Any board member or a specific board member or other?

#4.8.2: The tool must have the ability to dynamically (sort) change the order of meetings, agenda items, and documents after posting original meeting notice without reloading documents.

Will this sorting impact the order on the frontend, and/or will this sorting capability be on the frontend?

If meetings are not in order of date and time, then what other sortable filters are needed?

#4.8.7: Documents must have a sortable, searchable, categorical archive for all meeting materials.

What are the sortable filters?

#4.9.1: Managing Board and Committees Meeting Members and Staffing: The tool should give the Board staff the ability to manage committee and staff member information.

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[Double click to type addressee]

December 13, 2018

Page 10 of 10

Are there specific board members that have the ability to manage the tool or can any board staff/member manage the tool?

A54) #4.1: The project does not include the application links listed in the question 54(i.e. <https://prod.flbog...>, etc.).

#4.8.1.1: Meeting Administrators is a single Board staff member with 1 or 2 backup staff.

#4.8.2: The current tool requires the deletion and reloading of all material in order to reorder any materials. If a committee changes from one time slot to another we do not want to have to reorder every item, but only those affected by the change. The items are not dynamically sortable on our current page.

#4.8.7: Meeting, Date/Time, Committee, topic (etc.).

#4.9.1: See answer 4.8.1.1 above.

Q55) 6.1 Deliverables:

Is there a hard deadline that is required/desired for the completion of all deliverables that are not ongoing?

A55) Our goal is to roll the production site out at the June 2019 Board meeting.

Q56) 7.2.3 Price Proposal: Is there a set budget, and if so, what?

A56) The Board anticipates that the vendor will provide the cost of development and hosting based upon the needs described in the RFP.