



Department of Purchasing

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March 10, 2022

To All Interested Parties:

Subject: Addendum #3, Request for Proposal – Website Design, Hosting and Support/Mass Communication Solutions

QUESTIONS AND ANSWERS:

QUESTION: Pageview Estimate?

ANSWER: Unknown

QUESTION: What do you estimate your monthly CDN usage to be?

ANSWER: Unknown

QUESTION: How much bandwidth does your site typically send each month?

ANSWER: Unknown

QUESTION: Does Suffolk Public Schools want a complete redesign of the site?

ANSWER: Yes

QUESTION: Does Suffolk Public Schools have a cadence of updates that is needed (i.e., daily, weekly, monthly)?

ANSWER: Updates take place as the situation dictates

QUESTION: Is there an existing Branding Guide for Suffolk Public Schools? If so, would it be possible to obtain that to get a deeper understanding of the scope?

ANSWER: Yes, we have a branding locker with specific logos and mascots. As a far as a full guide, we do not have a document to share.

QUESTION: Can Suffolk Public Schools clarify who is responsible for the cost of any software subscriptions or services being utilized on the website?

ANSWER: Suffolk Public Schools is looking for an all-in package for the website. However, any additional programs that link from the site to another site will be paid by the school division.

QUESTION: Is there a specific CMS or technology preference?

ANSWER: No

QUESTION: Should vendors assume that all existing content will be migrated to the new website?

ANSWER: Most; but not all

QUESTION: How many users will require training on the new CMS?

ANSWER: Approximately 30

QUESTION: What level of accessibility compliance should be achieved (i.e. A, AA, AAA)?

ANSWER: WCAG

QUESTION: The RFP mentions a mobile app, beyond push notifications what is the vision for the mobile app? What type of information will be available in the app? Is the Division simply expecting the app to contain all website content?

ANSWER: SPS should be able to integrate website content and notifications with the app. The app should include important notifications, recent news items, staff contacts, etc.

QUESTION: Can you elaborate on the integration requirements between the calendar and Google? Are you looking to integrate a Google calendar into the website?

ANSWER: Yes. We would like to be able to integrate a Google calendar into the website

QUESTION: The RFP mentions language translation. Can you share the list of required languages? Will the Division provide translated content or are you looking for vendors to propose a translation service?

ANSWER: We are looking for vendors to provide a translation service for emails/text and phone notification. The current languages that we translate into are: Arabic, Bengali, Chinese, French, German, Hindi, Korean, Spanish, and Vietnamese.

QUESTION: Beyond housing documents what will the portals be used for? Will all staff have access to the same information in the portal? Will all students have access to the same information in the portal?

ANSWER: Primarily used for housing documents. Yes; staff will have access.

QUESTION: Has a budget or budget range been identified for this project? If so, will that information be shared with vend

ANSWER: No budget. At this point, we want to see what our request cost and make determinations from there.

QUESTION: How does Suffolk County Schools plan to measure the success of the new site post launch?

ANSWER: We will launch a community survey to get feedback on the success of the site post launch

QUESTION: What email tool is currently used to send newsletters?

ANSWER: None. SPS currently does not have an electronic newsletter platform

QUESTION: Is <http://staff.spsk12.net/> included in this project?

ANSWER: No

QUESTION: Can you share insight into pain points with the existing solution?

ANSWER: None to speak of. Our current provider, Intrado, has met all of the requirements of the RFP posted five years ago. The contract and all renewals are exhausted and a new contract must be sought.

QUESTION: Can you please specify the number of schools and clarify if this requirement includes the scope of creating websites for these individual schools?

ANSWER: 21 schools. The school website should mirror the look of the district website.

QUESTION: Can you please specify the size of the website, the number of pages and integrations.

ANSWER: Unknown, however you can visit www.spsk12.net to examine the pages and the content we would expect to be integrated.

QUESTION: Is this a new requirement, if not can you specify the name of the incumbent?

ANSWER: Intrado

QUESTION: Can Suffolk Public Schools provide a list of all 3rd. party APIs used on the website?

ANSWER: This is not readily available

QUESTION: Can you please specify the name of the CMS system which currently being used for this requirement?

ANSWER: We are currently using the CMS that came with Intrado's overall solution.

QUESTION: Are there any other third parties or internal databases that will be required to integrate with the new site? If some can you please share a list?

ANSWER: Nothing more than what is on the current site. However, it will be important for the provider to allow enough flexibility for growth over the term of the agreement.

QUESTION: Can you share insight into the existing hosting environment?

ANSWER: Currently being hosted by Intrado

QUESTION: Can you share any details related to current site traffic? (i.e. average monthly page views)?

ANSWER: Our most recent sampling is from Feb. 1 - 28 we had 24,579 external visitors to our SPS website, and 3,356 internal visitors. Majority of visitors are through organic searches, i.e. Google or Yahoo. Direct visitors, or those who specifically type in our SPS URL are approximately 7,300 with a small number of referrals and traffic through either a mobile site or mobile app.

QUESTION: Are there any unique website details that we should be aware of prior to a migration?

ANSWER: None that we know of at this time.

QUESTION: It seems the work on this contract can be performed remotely, can Suffolk Public Schools confirm that is acceptable?

ANSWER: You can work remotely, however, you must be able to make in person meetings as required for both the selection process and during the design process. Also, you may be asked to present the new website at the School Board meeting and other community meetings. This will require you to be in person. Furthermore, Suffolk Public Schools, as a result of lower transmission of Covid-19, may conduct the interviews for the website in person.

TIME EXTENSION

Due to the number of questions that have required additional time to answer, we are extending the due date to March 22, 2022 on or before 2:00 PM.

QUESTIONS ANSWERED

According to our records, all questions have been answered. Should you find that your question, filed ahead of February 28, 2022 was not answered, please notify me by no later than March 14, 2022 by 5:00 PM.

CLARIFICATION

In the grading requirements, there are requests for information concerning knowledge of the project in the methodology. It is important that proposers relay that they are knowledgeable about the project in order to properly display an understanding of the methods that they plan on using. The evaluation criteria listed is how proposers will be graded. The proposal requirements will provide us materials to assist in grading process.

Electronic submission is allowed for this project using the EVA portal. Electronic signatures will also be accepted with this digital submission.

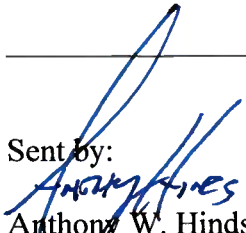
Addenda may be placed in any area of the proposal submission. Should addenda be missed, we may obtain signatures at a later time.

During the interview and evaluation stages, you may be requested to demonstrate your site solution. This may include, but not limited to, adding items to the website or amending website posts.

If your proposal has already been sent, this may be signed at a later date.

Addendum 3 Acknowledged:

Date _____

Sent by:

Anthony W. Hinds CPPB
Purchasing Manager