



**RESPONSES TO WEBSITE RFP QUESTIONS
OCTOBER 20, 2017**

What is the expected amount of traffic on the website? **Undetermined-\$4,200 Sessions Monthly**

Are you looking to integrate the form submissions into an automated workflow process? **No yes**

Do you have security concerns? **NO** If so, what are they? Encrypting data (Example: encrypting personal information such as birth dates, social security numbers, etc.)
NA Require SSL Encryption

What is your IRS Determination? Housing Authority (i.e. 501(c)3) This will help to locate potential discounted services for your organization. **Will be provided to selected vendor**

Do you expect copywriting or editing services as part of engagement? **Yes**

Do you have plenty of high quality photography and other media assets that we can use? **MHA will provide quality photos and other media assets**

We are a US based company with some remote employees outside of the US. Are there any restrictions on their ability to contribute to the project? **Prefer US base**

Please describe the expected post-launch relationship with the developer? **TBA**

Should travel costs to your site for meetings be built into bid, or is it billable separately? **Built into bid**

Do you only want to redesign website with existence CMS? **No**

Any preferred CMS in case MAH is looking for New CMS? **No**

Section 3 business enterprise contracting, and Section 3 resident employment and training, will be met. Please explain this – **NA** Does it mean the resources to be utilized for services to be belonged to Montgomery/Alabama/? **NA**

Is hosting not part of this RPF? **No, vendor will be hosting**

Can you share any format for Cost Proposal? **No**

Provide a minimum of three (3) different design templates for review and consideration by MHA. (**Note-this does not mean different version of one wireframe, we need to consider different designs based on unique wireframe models*) Do we have to provide 3 Design template in the proposal or will be submitted after awarding contract? **3 Design template in the proposal after receiving award of contract.**

Will the MHA provide access to its current web hosting serve, or will the contract recipient provide hosting services? **Vendor will be providing hosting services.**

This will also address server requirement for development and staging CMS. **YES**

Is it ok to submit the digital copy of the proposal on USB thumb drive? **No**

The current site is managed with the WordPress CMS. Do you want to stick with WordPress? **No**

If no to above, what are the primary problems with WordPress that are causing you to chance CMS'? **No specific problems.**

Is there a target launch date? **See RFP**

Is there a target budget or range we can scale our solution to? **No**

Is this more of a redesign / CMS migration, or should we plan for a full digital experience audit with user personas, user journeys, content audit, etc? **Full**

What is the single most important purpose for the site? **Informative**

What are the secondary objectives for the site? **Functionality and access**

Are there multi-lingual requirements? **Not currently.** Is it Google Translate, or do they need human translation services? **NA**

How many editorial / content creator users will be logging into the system? **2**

Does search need to index the contents of pdf / Doc files? **Yes**

Please describe all integrations with other sites or data sources more complex than an iFrame or embed code. **NA**

Is SSO in use for employee logins? **Not currently**

Can you provide usage data, or estimate expected traffic to the site? ~~Yes, Google Analytics~~ **4,200 Sessions Monthly-YES**

Where do you plan to host the site, or do you need us to provide a hosting quote with the proposal? **Yes**

Google has about 850 URLs indexed on the site, with about 1/2 being PDF files. Does that sound correct? **Yes**

Should we assume all content is migrating to new site? **Yes, we will be providing new content also.**

Do you expect copywriting or editing services as part of engagement?

Woodrow **YES**

Do you have plenty of high quality photography and other media assets that we can use? **MHA will provide quality photos and other media assets**

Please confirm that awarded vendor will primarily work remotely, after the initial round of onsite discovery workshops and meetings. **Yes**

Is there a target budget or range we can scale our solution to, for the proposed RFP? **No**

Is there any incumbent for this RFP? If yes, please share the details of the incumbent or vendor currently providing the same services? **DreamCo Design is the current vendor**

(a) Do Renters use the site to pay their rent, and does the new site handle payment processing or is done on another site? If this is done transparently using a third-party payment processor, which payment processor is it (i.e. PayPal, [Authorize.net](https://www.authorize.net/), Simplify, Stripe, etc.)? **We use our core vendor Yardi Rent Café portal third-party access**

(b) Similarly for the other roles. Do property managers use the site to review Work Orders, or is this done through email and email attachments or using some form included on the website? **Not done on website**

Regarding the Career Opportunities page, do applicants apply directly on the page or use the page simply to download a file resources (like a PDF or Word Doc) and then submit via email? Simply to download a file resources. **They Applicants apply on workforce site (third-party)**. Does the new site need to include job applicant and job description management capabilities (beyond simply showing what vacant jobs are available on a single page, for example)?

We see your site uses Rent Cafe. Is there any integration between Rent Cafe and the new site that will be required or is simply public linking required? **No current integration only link to Rent Café, interested in integration**. Are there any other third party integrations (like payment processing integrations to services mentioned above in 1a) that are required? **Public Housing and HCVPno**

Encryption/Security: MHA should ensure the site is deployed on a secure platform using HTTPS (i.e. SSL encryption), anti-spam capabilities, and anti-attack (firewall) services.

May we include this in our quote? **Yes**

Will training of MHA staff on the new site architecture be required or will site documentation be required? **Both**

Will brand guidelines and logo be provided? In what formats? Are vector versions available? **Yes. MHA will provide required versions of logo**

What languages does the site need to be translated into? What methods (manual human translation vs. automatic program translation) should be included in the quote? **English and Spanish**

The CHA website has programmatically set up a database that includes rental locations, number of bedrooms, etc., so that users may view locations, which adds not just to the functionality of the site but also the look and feel in terms of the design. Is this type of programming desired, and if so will this information be provided in a spreadsheet format of some sort? **~~Once contract awarded~~NO**. To ensure the accuracy of the quote and the scope of service included, this would be helpful.

Are any other services within the scope of marketing, branding, design, print, programming, or management needed? If so, we can provide an add-on list of our other capabilities. **Marketing, Branding, Design and Print are not needed.**

Would you like to have a chat about for FAQs? **Yes**

Would you need the three design templates for the proposal or for the actual design phase? **During the design phase**

Do you want users to Sign-up and log-in to your website? **Only those logging in to residential information / Employee Corner - Staff would login for access**

Do you want users to maintain their profile in depth or just have login feature to keep track? **Log-in feature to keep track**

While handing over all website assets, would you require vendor to train or walk through editors? - **Training is necessary**

Can the vendor get all necessary documentation related to RFP? **Yes**

Which languages for translation? **English and Spanish**

Social media? Only those 4 or any others. Youtube, facebook, linked in, Instagram? **Facebook, LinkedIn, Youtube, Google + Flickr and Instagram (others may be decided if new social media sites are introduced)**

What is automobile liability limits for? Don't understand how this is applicable. **N/A**

What is Rent Safe? **This information relates to Public Housing Rent Café – Core vendor portal for tenants and landlords**

Please describe in fuller detail the downloadable forms +instructions? **Downloadable form are documents, instruction or brochures resident and others might need to access** Are these the PDF links for extra information in the site. **-Yes**

Please describe partnership 8 - **Will be provided when vendor is selected**

Describe material for youth programs, could not locate on website? **Resident Services will provide this information to selected vendor**

Is this referencing the YMCA youth mentoring or Brian Forrest student application links, or both. **Residents Services will provide this information to the selected vendor**

Can you please identify the material for senior programs, we could not locate on website? **Departments will provide information to vendor when selected**

Assumption- we be supplied of housing specialists contacts, please confirm. **Unclear.**
Please clarify question

Assumption - All content would be given including pictures and descriptions, please confirm. **Yes**