## Questions and Answers for RFP 2016-01
## Website Design, Development & Hosting Services

**Q:** **May companies from outside the USA apply?**
A: Yes.

Q: **Would we need to come to your offices for meetings?**
A: Yes, the selected vendor would be required to have the ability to come to our offices for meetings, but not all meetings would necessarily have to be conducted in person.

Q: **Can tasks related to the RFP be performed outside the USA?**
A: Yes.

Q: **Can we submit our proposals via e-mail?**
A: No. Section Three, Item A., states in pertinent part that, "Florida Housing will not accept a faxed or e-mailed Response."

Q: **BowStern provided marketing research for the project. Will they be allowed to submit a proposal for the website development?**
A: Yes. Florida Housing looks at this procurement as a separate phase for our website redesign project, and any qualified firm may apply.

Q: **What specific and measurable results do you aim to accomplish through this project? (e.g. increase the number of opportunities (leads), grow sales, reduce operating costs, and/or improve user experience, etc.)**
A: Florida Housing's primary motivation is to improve usability and generally improve the user experience, in addition to improving aesthetics and highlight our branding.

Q: **How will you measure the return on investment?**
A: Our goal is to improve usability and we will try to measure that through surveys and focus groups.

Q: **Would you like us to design a new logo or refresh your old one to make it more modern (to match your new modern website)?**
A: No, we have a logo and official Florida Housing branding colors. The newly designed website should work with these.

Q: **Do you have high-resolution photographs you'd like to be used in the new website, or would you like us to conduct a photoshoot to produce new images? If you'd like for us to produce new images, what will we be photographing (people, buildings, products, etc.) and at how many locations?**
A: No. All marketing and image materials will be provided.

**Q:** **Do you have a video you'd like to use on the new website, or would you like us to produce a new one? If so, what type of video would you like? (e.g. company/organizational profile, commercial/promotional, customer testimonial, internal communication, staff training, talent recruitment, event documentation, etc.) Also, what video style would you like? (e.g. 2 D animation, 2.5 D animation, 3 D animation, whiteboard animation, live action, live action with track elements, typography, or screencast?)**
**A:** No. All marketing and image materials will be provided.

**Q:** **Have you conducted a content inventor and developed a content strategy to make sure you have all the content your website visitors need, or would you like us to perform those tasks?**
**A:** No, Florida Housing expects this to be part of the engagement methodology.

**Q:** **If content gaps were or will be discovered, will you develop new content or would you like us to conduct research and produce new content?**
**A:** We have information from our Phase I engagement that can be used regarding this issue. Any "new" content will be produced by the Florida Housing Communications team.

**Q:** **Has your marketing team conducted topic and keyword research, outlined SEO, and if applicable, PPC strategy and tactics?**
**A:** No, not at this time.

**Q:** **What tasks - other than basics such as reading text, watching videos, and submitting simple contact requests – do you want website visitors to perform on the site?**
**A:** Florida Housing desires that the new website have the capability for a user to sign up and manage his or her contact and profile/directory info. This capability may be used for a follow on integration with our current extranet server and applications.

**Q:** **What tasks - other than basics such as uploading/editing/deleting text, uploading/deleting documents and videos – do you want website administrators and content contributors to perform on the site, aside from those listed in the RFP? What type of reports, aside from those produced by Google Alerts, would you like to generate?**
**A:** Florida Housing has no other specific tasks in mind, but hopes that respondents will submit proposals, based on current industry standards and best practices, that could improve the usability of the website.

**Q:** **What 3rd party platforms/software, other than extranet.floridahousing.org would you like to have your new website integrated with?**
**A:** Various other in-house created dynamic web applications. A few examples of ones that are used on our current website are:
- "Calendar of Events" page:
  http://www.floridahousing.org/CalendarsAndNotices/CalendarOfEvents

- "Submitted RFAs" page:
  http://apps.floridahousing.org/StandAlone/FHFC_ECM/AppPage_SubmittedRFAs.aspx
- "SHIP Local Government Information" page:
  http://apps.floridahousing.org/StandAlone/FHFC_ECM/AppPage_SHIPLGContacts.aspx
- "Homeownership Pool (HOP) Program" page:
  http://apps.floridahousing.org/StandAlone/FHFC_ECM/AppPage_HOPHomePage.aspx

Q: **How would you describe the primary audience for the site and what new sectors are you seeking to reach moving forward?**
A: Please refer to refer to the Bow Stern study.

Q: **Do you have analytics data available for your current site that will inform the approach to the new platform?**
A: No, we do not. One of the goals stated in the RFP is to implement this capability. Currently, all we have for analysis purposes are historical IIS logs.

Q: **Do you have a preference for in-state agencies or do all proposals receive equal consideration?**
A: All proposals will receive equal consideration.

Q: **Considering the scope of the project, would you estimate that a general budget range would be:**
**a. $1,000-10,000**
**b. $10,000-30,000**
**c. $30,000-70,000**
**d. $70,000+**
A: Florida Housing expects that all proposals will provide the best possible price for the scope of services requested in the RFP.

Q: **Given the diverse nature of the initiative goals, are you open to a product strategy phase (discovery, product definition) as a response to this RFP, with specific detailed design and development activities addressed in a future phase?**
A: Yes, Florida Housing would welcome this approach.

Q: **What types of functionality are required of the website, aside from search, mobile, social, and document management? Please describe any integrations or technical functionalities that are required.**
A: Please see the technical requirements regarding WCM system, located in Section Four of the RFP.

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**Q:** **Are there documented requirements and technical specifications for the current solution? If so, will they be made available to RFP respondents?**
**A:** No, the current architecture is single server IIS/.Net-based

**Q:** **Is single sign-on support required?**
**A:** Yes, for administrative users, initially. The RFP requirements address building for future integration.

**Q:** **Is Active Directory currently used for authentication?**
**A:** Yes, active directory is used internally for authentication purposes, and this forms the basis for administrative access to the current host server.

**Q:** **Are there any mobile platforms to be supported other than iOS, Windows, and Android?**
**A:** No, although we expect the platform compatibility to be flexible enough to be able to adjust to new mobile platforms in the near term.

**Q:** **How many users are expected at launch and what is the expected growth?**
**A:** That data is not available except for historical log analysis. Access to these logs will be provided as part of the implementation process. Generally, Florida Housing's website is not a high traffic site.

**Q:** **How many users visit/use the current solution daily, weekly, and monthly?**
**A:** Please see answer to the previous question.

**Q:** **Is branding included in the scope of work? Is there a logo already designed? Is there a style guide?**
**A:** Branding is not included in the scope. A consistent look and style must be coordinated with our Communications Team.

**Q:** **How much existing data is required to be migrated from the current system?**
**A:** The current website has approximately 600 web pages, providing access to over 25,000 documents, (over 40 Gigabytes in size). As part of the conversion to the new website, we expect to streamline this down to fewer pages, and a more efficient way of accessing corporate documents.

**Q:** **Is the current data stored in a MS-SQL server database?**
**A:** Yes, data is stored in MS-SQL database; content is stored on MS-based file systems.

**Q:** **How much data is to be retained in the active system and how long must data be archived?**
**A:** Please see the answers to the two questions above. Data must be able to be retained/archived on a flexible retention schedule based on the classification of the posted data. Most of the data will be in the form of documents.

**Q:** **Please elaborate more around testing that you envision for the website? Who will be responsible for testing the website?**
**A:** Testing will be designed around the user cases and test plans developed as part of the implementation process. Automated test cases and load testing should be part of the implementation process. Test cases will be developed in conjunction with the Florida Housing stakeholders.

**Q:** **What is the anticipated size of the website? Can you share anything about the volume of content? How many pages do you estimate the final website will have?**
**A:** The current website has approximately 600 web pages, and Florida Housing expects to streamline this down to fewer pages.

**Q:** **Is the preference for the website to be hosted and managed externally? Infrastructure secured for DEV / QA/ UAT / Staging environments or should be included in proposal as well?**
**A:** Florida Housing is looking for an informed recommendation as to whether our site is a good candidate for external hosting. Testing and promotion architecture, procedures, and associated documentation should be included in the scope of this project. It is expected that virtualization technology will be used to facilitate this.

**Q:** **Should maintenance, training & documentation be included in the proposal?**
**A:** Yes.

**Q:** **Where do your documents currently reside? (existing document management system in place?)**
**A:** Currently, posted documents are copied to a web specific file store. Florida Housing recognizes that this is not a best practice and one of the goals of this implementation effort is to integrate as much as possible with our existing collaboration and document management systems. Florida Housing uses Hyland OnBase as a DMS, but is in the process of expanding our internal SharePoint 2013 infrastructure for collaboration efforts. We are looking for recommendations on how to most effectively use these systems in support of this project.

**Q:** **Will there be any workflows associated with documents?**
**A:** Yes, Florida Housing expects the request/approve/generate/review/test post/prod post workflow process to be part of the required deliverables, in addition to a well-defined change management workflow and process.

**Q:** **Do archived documents need to be available for search only and not for collaboration and browsing?**
**A:** No, there will be cases where browsing by topic and grouping will be required.

**Q:     In regards to infrastructure, are there any requirements to support high availability and any restrictions on the data stored?**
A:     Florida Housing expects a scalable and flexible infrastructure proposal that has HA as a future option with relatively small effort. Again, we are looking for recommendations and proposals based on experience and best practice to give us the best value for investment, and HA or HA capability included in the proposal will be evaluated accordingly. There is no PII information currently available via the public website.

**Q:     Are there other systems that will be required to interface with Web Services?**
A:     The current website does not interact with other Web Services.  The new one can if it adds value, but there is no existing functionality utilizing Web Services that needs to be matched.

**Q:     Does Florida Housing have experience with or a preferred CMS? (Page 5)**
A:     No. But one that integrates with our current MS-based technology stack and Hyland OnBase DMS will be evaluated as a plus.

**Q:     What is the legacy database and/or CMS that houses content repositories and authoritative stores that will need to be integrated into the updated CMS platform? (Page 5)**
A:     MS SQL and MS file systems are currently the core data repositories.

**Q:     Can you provide more information on the 'content repositories' and 'authoritative stores' referenced on page five, as well as the integration the site will have with them? (Page 5)**
A:     Please see answers to the two questions above.

**Q:     Can you provide more information or a list of the searchable parameters for the referenced "comprehensive indexed search parameters" on page five? Is it standard google indexed or is there an internal site-search present on the site? (Page 5)**
A:     There is currently no search capability on the Florida Housing site, other than what Google externally indexes. Florida Housing would like an in-site search capability inherent to the site and its contents.

**Q:     You reference logo and brand guidelines being developed in conjunction with Florida Housing staff. How do you envision this portion of the project coming together? (Page 6, section b)**
A:     Florida Housing Communications staff will deliver brand and logo artifacts as part of the engagement. Required design elements must be listed and provided with a timeline to the Communications staff.

**Q:** **Could you provide more detail about or an example of how you hope to achieve the ability to embed custom programmed web applications into the pages with a seamless appearance—is this just iframed content? (Page 7, section e)**

**A:** The current website is a hard-coded ASP.NET website. The custom web applications are simply other .NET web pages created as part of the site, which interact with our databases, displaying the required data. We are open to replacing these pages with new ones, so long as they can still access and provide the required information.

**Q:** **Are there any API's (application programming interfaces) that will need to be integrated? (Page 7, section 4a)**

**A:** The current website does not have any APIs that will need to be integrated. However, the many documents that are available on the current website are stored on the web-server, with fixed links to their locations there. If part of the new solution is to store and access these documents in a more formalized document management system, then APIs to that system will be needed.

**Q:** **What are the capabilities of your current system for being able to synchronize with other systems? Is there an API, such as RESTful with a URL endpoint, that we can access that shows every update made since a certain date? (Page 7, section 4a)**

**A:** The current system is simply an ASP.NET web application, reading content from a collection of HTML files residing on a web server. No APIs are used to store a history of updates.

**Q:** **Can you discuss in more technical detail how extranet.floridahousing.org functions? The RFP states that "currently, many customer interactions are redirected to a custom application platform https://extranet.floridahousing.org.", and that system will need to be maintained. Are you looking for recommendations to replace this application so that customers are not redirected? (Page 9)**

**A:** The Florida Housing Extranet is a separate web infrastructure component and is not within the scope of this RFP. WE are not looking for recommendations regarding this site at this time.

**Q:** **Will the calendar of events be public and how will it be used? (Page 9, section l)**

**A:** Yes, Florida Housing would like the individual units to be able to post events to the calendar of events as required. We would like consumers to be able to subscribe via a Google calendar so that they may interface with various calendaring applications.

**Q:** **Can you provide either access to site analytics or provide metrics such as monthly bandwidth and the number of monthly visitors? (Page 9, section j)**

**A:** No; however, IIS logs are available for analysis to the awarded vendor.

**Q:** **As far as content migration goes, from where is the content coming and what technologies are currently employed to hold the content? (Page 7, section 4a)**

**A:** Content is primarily coming from MS File shares.

Q:      **You reference "Integration with and capability to sync to and from production enterprise file systems, SharePoint lists, or document libraries and the OnBase document management system, as appropriate". Please explain how this integration works on your current site, including as much technical detail as possible. (Page 7, section 3b)**

A:      This level of integration does not work on our current site.

Q:      **Could you elaborate on the "highly regimented and documented process" to which you refer regarding content and content promotion to the new site? What is your expected outcome for this process? (Page 7, section 4a)**

A:      Florida Housing's expectation is the process that is used for the content migration will be reusable as a production change management process once delivery is taken. This will allow the stakeholders to learn and be comfortable with the process during the build out and testing phases, and make the transition to operational as seamless as possible.