



ADDENDUM NUMBER FOUR

February 28, 2023

RFP#23-904-13

DESIGN AND PROGRAMMING SERVICES FOR HANO.ORG WEBSITE

THIS ADDENDUM IS BEING ISSUED TO INCORPORATE THE FOLLOWING IN THE REFERENCED REQUEST FOR QUOTES.

Technical

Question 1: RFP document mentions "how the current programming language will work with the new platform suggested. (i.e., ASP.net language current site programmed in and how that will work with newly suggested site programming such as a CMS." What do you mean [ASP.NET](#) will work with the new CMS? In this case, our proposal is to write a new website in Drupal CMS. You mean that we should provide training for the content editors to work on the new platform? Is that correct?

Answer: Yes, we will need training on new CMS.

Question 2: In the requirements, it's mentioned that "Suggestions should be made of how to maintain and integrate the various portals on the [hano.org](#) website.". The scope of this RFP is the development of [hano.org](#) plus integrations with those existing portals only. The maintenance of such portals is not in scope; is that correct?

Answer: Correct. Maintenance of portals will be done by HANO.

Question 3: Do you intend to keep the same functionalities you have currently and create the new website based on the existing one?

Answer: Yes, however we are open to suggestions as to best practices in the housing industry and their corresponding website functionalities. We need the functions we have now, but will consider a new way to integrate them into the website if proposed.

Question 4: What features do you plan to have in the new Drupal website?

Answer: The new CMS should have templated pages that various departments within HANO can update and maintain, which we do not have at the moment. Also, we were considering a landlord portal and board portal, which we do not have at the moment.

Question 5: Apart from the mentioned integration with portals on [hano.org](#) website, is it expected any other integration? Example: external authentication, Salesforce, etc.

Answer: No.

Question 6: Is it expected to have Google Analytics on your new website?

Answer: Yes

Question 7: Do you expect the successful vendor to create a dashboard in Google Analytics?

Answer: Yes

Question 8: Is it expected integration with social media, and how do you expect it? Examples: Facebook, Twitter, LinkedIn, etc.

Answer: We post separately to social media sites currently. If the social media channels are accessible with a click from the new website, that would ideal.

Question 9: Is it expected to be a logged area for authenticated users apart from content editors?

Answer: Yes.

Question 10: How many user roles do you intend to have on the new website?

Answer: 4

Question 11: Do you expect to have a content approval workflow? Example: draft -> approved -> published.

Answer: Yes

Question 12: How is it expected the search mechanism? A simple search box or a more robust search (example: faceted search)?

Answer: We would like to integrate a digital "helper" with ready FAQs based on a search question. We would also like a basic search function to find information quickly.

Question 13: In how many languages will the website be translated? Is it only English?

Answer: English Only.

Question 14: Do you expect a newsletter subscription on the new website? Will the data be stored in the new website (Drupal application) or an external service?

Answer: Yes, we will want a newsletter subscription for an emailed version of the newsletter. It should be stored wherever we can access it for placement on our Constant Contact list.

Questions 15: How many webforms do you expect in the new website, and where should data be stored (in Drupal or externally)?

Answer: That answer would be supplied to HANO by the designer based on how many tabs/pages/documents are currently on the website and their recommendation on what to transform into a webform. Storage recommendation needs to come from the website designer.

Question 16: Would you like to keep the existing web forms? Currently, we see "Sign Up for newsletter," "Contact Us," "Rate Us," "Incident Report," "Direct Deposit," "Media Request", "Public Records Request," etc.

Answer: Yes

Question 17: Is it expected any kind of content/data migration from the current website to the new Drupal website?

Answer: Yes

Question 18: How many sections do you expect in the new website? Examples from the current website: About us, Housing, Communities, Tenants, Landlords, Business, Careers, Media.

Answer: The suggestion on how many sections of the new website will be provided in the website strategy proposed by the website contractor based on their research of other similar-sized housing authorities and industry best practices.

UX/UI Design

Question 19: Under 2.2 Specific Requirements, bullet 3. "Timeline of when various parts of site will be down for programming" Are you planning on launching in phases? ? Otherwise, when would this occur?

Answer: We will need to allow internal review of the various pages by department heads prior to "go live" launch date. Therefore, we are looking for a timeframe of buildout, review, and then launch. Ideally, we would like to launch the entire website at the same time.

Question 20: Will style guide documentation for digital branding usage be provided? For example, colors provided will be AA compliant for digital usage, or will website vendor be responsible for translating style guide for digital usage?

Answer: Branding vendor will provide an overall look and feel for the agency (color scheme, logo, visual elements) which the website contractor will then take and translate into digital style guide for new website.

Question 21: What level of WCAG compliance should the website be? AA, AAA?

Answer: AA

Question 22: Do you already have an existing design system set up? If yes, are components AA compliant?

Answer: No. We do not have an existing design system set up. Our website is hard-coded and not fully AA compliant.

Question 23: Is it a requirement to include user testing or gathering user feedback? On both initial designs and/or approved designs before launch?

Answer: Yes.

Question 24: Is full layout flexibility (customization) a requirement in page templates compared to "locked" templates?

Answer: Most pages will require full layout flexibility.

Question 25: On page 6, under Primary Tasks, last bullet. Can you provide more description regarding expectations for "rollout campaign"?

Answer: We would like recommendations on how to rollout the new website to entice engagement with our residents, landlords, developers, stakeholders and legislative bodies. The website contractor shall come up with an engagement plan on how to introduce the new website to the audiences mentioned above.

Content

Question 26: Is it a business priority/requirement to improve SEO?

Answer: It is not a requirement, however, yes we would like to improve our SEO.

Question 27: Will net new content need to be created or provided?

Answer: Yes, there will be some new content created to work with the new website. HANO's Communications team will assist with the content creation.

Question 28: Do languages other than English need to be considered?

Answer: English Only.

Question 29: What is the current size of the content body (pages, documents, media)?

Answer: The website is currently about 20GB in size.

Question 30: How much overlap is there between PDF content and other media (web pages, video, etc.)? Have there been situations where the content was conflicting or misaligned?

Answer: The website does include PDFs, videos, audio files, etc. Content at times has presented formatting errors that needed correction.

Question 31: What if any feedback about your website or website content have you received from the community?

Answer: The feedback on the agency, which includes website feedback, will be part of the feedback sessions handled by the branding/marketing vendor. That information will be shared with the website vendor.

Question 32: How much content do you foresee needing to be reworked to align with the overall rebranding of the agency?

Answer: That is yet to be determined.

Question 34: Can you provide the anticipated award date?

Answer: No.

Question 35: In the RFP there is a mention that the rebranding and programming ideas would need to be presented for approval by June 2023, can you specify how long the HANO approval process typically takes?

Answer: A good approximation is a month for all reviews/edits/approvals and sign-off.

Question 36: Do you need any new written content on the website in addition to what is already there?

Answer: Yes

Question 37: You mentioned rebranding the website -- do you want to change the logo or brand colors with the website rebuild? Do you have set brand standards for the site?

Answer: =Yes, and that will be provided by the branding contractor hired via a separate RFP.

Question 38: Do you have any social networks you would like to feature on the site beyond just links? Would you like complete social media feeds?

Answer: Looking for the website contractor to make that recommendation based on industry best practices.

Question 39: Are there any user actions (such as submissions, phone number clicks, and scroll depth) that you would like us to track as conversions on the site?

Answer: No.

Question 40: Would you like to keep the same fields as the current contact form on the new site? Or are there any fields that you would like to add or remove?

Answer: Same fields.

Question 41: Do you require a photo and (or) video gallery on the website to highlight your different communities more prominently?

Answer: Yes.

Question 42: Do you require an event calendar on the website?

Answer: Again, looking for the website contractor to make that recommendation if it fits in with industry best practices.

Question 43: Do you require mapping capabilities on the website?

Answer: Yes.

Question 44: How many levels of user access do you require?

Answer: 4

Question 45: How many members do you foresee as having a login for all the portals? Would these members require different levels of access?

Answer: 8

Questions and Answers from Pre-Proposal Conference:

Question 1: Are you looking for a mockup of the website or just a text version?

Text layout based on research. Tell us how information should be laid out.

Question 2: Will you need a content manager?

Answer: We may need content management in some areas and will be open to suggestions.

Question 3: What platform website is written?

Answer: asp.net (hosted on Windows server)

Question 4: You have your domain, so you're looking for hosting changes?

Answer: Yes.

Question 5: How much of the current content needs to be migrated or is it open for evaluation?

Open to evaluation and review of what must be kept and what can be changed.

Question 6: Open to CMS?

Answer: Yes, open to the recommendation.

Question 7: Do you want research and recommendation as part of the response to the RFP or later down the road?

Answer: Background on how you would conduct your research would be helpful when reviewing the information that will help us inform our decision.

Question 8: Would you be willing to set up analytics, so there is data for us to look at?

Answer: Yes, we will work on this.

Question 9: Ball Park budget for initial design and ongoing hosting?

Answer: The cost is not shared directly withering the solicitation process.

Question 10: Are you looking for breakdown in price besides hourly rates? i.e. price per page.

Answer: Yes.

Question 11: Any idea of current size, bandwidth and specs of the current website?

No information at this time.

Question 12: Would hosting provider have to do backups?

HANO has backup system, but we will want a quote on hourly rates for tech support for the website.

Question 13: Regarding question 20 from addendum 3, in terms of copywriting services, are we required to provide new content or just editing existing content?

HANO Communications Department will take ownership moving forward.

Link to Pre-Proposal Conference:

<https://us02web.zoom.us/rec/share/9mXWgBzTxIaFgEq3s-6aQcnC6K8RRyCGxCwXwnAzg9uqqCv77b1PcgXgS-JvKtEU.HbeLPbVtE0InBCqX>

Passcode:c^mbB1qN

Quotes must be received by the Housing Authority of New Orleans (HANO) in the Office of Procurement and Contracts by 2:00 p.m., local time on Monday, March 6, 2023. All terms and conditions shall remain as stated in the original Request for Quotes. The questioning period is now closed. All addenda must be acknowledged.

END OF ADDENDUM NUMBER FOUR