



ADDENDUM NUMBER THREE

February 16, 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.

*****PLEASE NOTE THE TIME CHANGE FOR THE PRE-PROPOSAL CONFERENCE:**

FRIDAY, FEBRUARY 17, 2023, 2:30PM CST

Question 1: Has a Q&A or an addenda been released yet?

Answer: Yes, two addendums have been released.

Question 2: Is there a mandatory pre-proposal meeting?

Answer: No.

Question 3: Is the due date still the same?

Answer: Yes.

Question 4: Do you have a style guide or a brand guide?

Answer: Separate RFP issued for agency branding, which will include brand guide.

Question 5: Do you have a budget you are able to share?

Answer: No.

Question 6: Does the budget include tech support and hosting?

Answer: Please include an annual cost for web hosting and a per hour cost for tech support.

Question 7: What was the investment in the previous website?

Answer: Doesn't apply – website created internally.

Question 8: Does the organization have a CMS preference? Open source? Drupal/WordPress?

Answer: No preference, other than open-source CMS.

Question 9: Who are your primary and secondary users?

Answer: Primary internally – IT and Communications employees. Secondary internally – each department will have a (or a few) designated employees responsible for information updates on their pages. Primary externally – residents, landlords, media, and community partners. Secondary externally – Office of the City of New Orleans, City Council, legislators, HUD, developers, potential renters, and the public.

Question 10: Would you like detailed research in terms of your audience in the form of an audience needs assessment?

Answer: We are open to whatever technique is used by the website contractor in order to propose what HANO's website layout and online offerings should look like. We anticipate that there should be an inventory or comparison of what HANO is doing on its website in comparison to Best-in-Class by other agencies – and then those appropriate suggestions recommended by the contractor.

Question 11: Do you have a desired launch date?

Answer: Yes, the timeline proposed is for an August 2023 rollout. (Answered in Addendum No. 2)

Question 12: Is there a specific event driving the launch date?

Answer: No specific event, however, we are in our 85th year anniversary through September of 2023 and would like to recognize that anniversary in our rollout of the website and branding campaign (which is addressed in a separate RFP).

Question 13: What is the current hosting environment?

Answer: Hosted on premises.

Question 14: How many visitors does the current website receive on a monthly basis?

Answer: We do not have that information.

Question 15: How many pages of content do you anticipate transferring to the new site?

Answer: The new proposed design by the website contractor will help determine how many pages – based on the previously mentioned research of Best-in-Class website design for an housing authority that the website contractor will do.

Question 16: What are your current pain points with the existing website?

Answer: Currently not in a CMS. Currently hosted on premises, we want hosting provided offsite. Updated features needed to work seamlessly with Web 2.0. Need more user-friendly language and navigation.

Question 17: What are the current technical challenges (if any)?

Answer: No CMS. No internal programmer on site.

Question 18: How many site administrators will you have?

Answer: There will be an admin, a publisher, and an author.

Question 19: Will you require different levels of admin permissions?

Answer: Yes, per levels of administrators itemized in question above.

Question 20: Do you expect copywriting or editing services as part of engagement?

Answer: Yes for the initial design/layout/rollout ready for anticipated August 2023 date.

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. **All addenda must be acknowledged.**

END OF ADDENDUM NUMBER THREE