

HAWAII STATE DEPARTMENT OF EDUCATION

PROCUREMENT AND CONTRACTS BRANCH

April 22, 2024

ADDENDUM B

TO

REQUEST FOR PROPOSALS

RFP D24-104

DESIGN AND BUILD A NEW HAWAII STATE DEPARTMENT OF EDUCATION
PUBLIC-FACING WEBSITE

PART I: The following changes are hereby made:

- Replace RFP Section 4.12.1, Project Management Approach, with the following:
 - 4.12.1 Project Management Approach. Offeror shall describe the firm's Project Management Approach used to manage the design, configuration, and implementation of the new website. This is to include, but not be limited to, the number, location and roles of Offeror staff, time commitments of each, and length of service. The project management components that the Offeror is responsible for include, but are not limited to, project work plans, project deliverables, schedules and budgets, risk management, change management, issue management, and quality management.
- Replace RFP Section 3.1, Scope of Work, bullet titled "Page templates for different User Scenarios (Refer to Section 3.2)" with the following:
 - Page templates for different User Scenarios (Refer to Section 3.2)
 - **Using a commercial third-party or WordPress-supplied theme is strongly recommended. Offeror developed themes should only be used if the developer guarantees compatibility maintenance with future WordPress, PHP and WP Engine updates.**
 - All templates and plugins shall be compatible **and remain compatible** with the latest versions of WordPress, PHP and the WPEngine platform and shall be tested and compatible with installed themes and plugins.
- Replace RFP Section 3.2.16, Social Media Feed, with the following:

When active, the Social Media Feed displays in the top right rail of the website homepage and at the bottom of the right rail on every subpage. It displays the five most recent posts from the Department's social media account. **The Department would like the ability to choose between the Department's Facebook feed (<https://www.facebook.com/HIDOE808/>) and Instagram feed (<https://www.instagram.com/hawaiipublicschools/>).**

- Revise RFP Section 4.12.4, Proposed Functional Solution, bullet titled “Compliance”, to include:
 - Maintain and verify compliance with Section 508 and **WCAG 2.2** level AA.
- Revise RFP Section 4.13, Price Proposal, first paragraph as follows:

The price proposal shall be inclusive of all costs, direct or indirect, and all applicable taxes, as required for the fulfillment of the contract. **The price proposal shall include and specify all costs, if any, for the following items or services: Software Licenses and plug-ins; design and implementation services; and yearly cost for on-going consulting, enhancements, bug fixes, compatibility maintenance with future WordPress, PHP and WP Engine updates.**

- Replace Appendix C, Proposed Functional Solutions – Website Design and Build Functional Requirements with the attached.

PART II: This addendum is hereby issued to respond to the following questions:

Q1: Are there aspects of the existing website (<http://www.hawaiipublicschools.org/>) user experience that you want to see preserved in some way in the new website?

A1: Refer to RFP Section 3.2, User Scenarios, which include items that are aspects of the existing website that the Department is requiring as deliverables.

Q2: RFP Section 2.2 – “...inability to perform a successful search...” Can you provide more detail on what the specific challenges are (e.g., not returning results at all, returns inaccurate results, not finding all relevant results, etc.)?

A2: The current search in SharePoint CMS includes up to ten (10) preferred results. There is no management or administration to a preferred result or documentation of the qualities of a preferred result.

Q3: RFP Section 2.2 – “...inability to perform a successful search...” Can we assume that RFP Section 3.2.12 describes your expectations for the search functionality on the new website?

A3: Yes. Refer to RFP Section 3.2.12, Content Search. A content search and filter feature allow users to perform generalized searches across all allowable content. Administrators or content managers can mark content to be excluded from generalized searches. Content search must allow for searches that take into account taxonomy keywords automatically with an option to sort the results chronologically or by relevance.

Q4: RFP Section 3.1 – “Creation of design and branding of website to meet the Department’s needs, including enhancements and customizations...” In this context, can you describe what the “Department’s needs” are in more detail?

A4: The Department’s needs in detail are listed as deliverables in RFP Section 3.2, User Scenarios. Also refer to RFP Section 4.12, Proposed Solution including Technical and Functional Solution for details on what Offeror is expected to include in their proposal.

Q5: RFP Section 3.1 – “Creation of design and branding of website to meet the Department’s needs, including enhancements and customizations...” Can you provide examples of what kind of “enhancements and customizations” are anticipated?

A5: “Enhancements and customizations” are referring to the ability of the CONTRACTOR to be able to fulfill the Department’s needs based on RFP Section 3.2, User Scenarios.

Q6: RFP Section 3.2.2 – “The Department uses GovDelivery from Granicus.” Does the Department leverage GovDelivery to manage text and social communications in addition to email communications?

A6: No. GovDelivery is only used for email communications at this time.

Q7: The contract is set to be awarded in July 2024 with the website launch requested in October 2024. Can you provide further background on how this target timeline was determined? In our experience projects of comparable scope that include strategic insights leading to design improvements typically require 7-8 months minimum. Will you consider a proposal with a launch in Q1 2025?

A7: The target timeline and October 2024 launch date were developed to align with the goals of the Department's strategic plan. The full scope of work should be completed for the anticipated launch, on or about October 2024, fall break of school year 2024-2025.

Q8: If the timeline of Oct 2024 is critical for the launch of the migrated site, would you be open to different approaches and make this an iterative approach?

A8: The full scope of work should be completed for the anticipated launch, on or about October 2024, fall break of school year 2024-2025. Refer to RFP Section 2.3, Goals and Objectives.

Q9: What is the anticipated budget cap for this project?

A9: Funding is available for the contract but a specific budget has not been determined.

Q10: Please confirm that the redesign scope only includes pages under the domain <https://www.hawaiipublicschools.org/> and various Department pages on other domains linked from the site (such as <https://portal.k12.hi.us/phonedirectory> and <https://hidoedata.org/Dashboard/dashboard/92>) are not in scope.

A10: The scope only includes the pages under the domain <https://www.hawaiipublicschools.org/>. Other domains linked from the site are not included in the scope of this RFP.

Q11: Our planned approach is to provide WordPress Admin in English only. Please confirm this matches your expectations.

A11: Yes, WordPress Admin only needs to be in English.

Q12: Is the CMS training expected in any languages other than English?

A12: Training is expected to be provided only in English.

Q13: What are the expectations for ongoing technical support following delivery of the completed web build and training? Should the proposal include a post-delivery retainer for technical support and ongoing enhancements and customizations?

A13: During the contract term, the Department anticipates contacting the CONTRACTOR for website assistance and support related to such areas as the design framework and plugins created by the CONTRACTOR as needed if errors are reported by end users or content managers. Network, SSL Certificate, plugin installation or other hosting issues would be the responsibility of the Department and their hosting vendor. At times, the Department would involve both the CONTRACTOR and the hosting vendor to troubleshoot issues to determine root cause when no obvious determination can be made. After contract expiration, the Department is not looking to have a retainer for services. The proposal shall include all costs as required for the fulfillment of the contract. Refer to RFP Section 1.19.1 Contract Term and RFP Section 4.12.5 Proposed Approach to Enhancements and Customizations and RFP Section 4.13, Price Proposal, including changes made in PART I above.

Q14: The RFP notes that the new site should improve the experience and utility for a range of users: prospective and current students, families and staff to community members and organizations, legislators, Board members and industry partners. Does the Department envision that the project will include a stage of research with any of these groups to prioritize requirements? If so, will the Department be able to facilitate recruiting interview subjects from these groups?

A14: No. In order to meet the anticipated launch date, on or about October 2024, fall break of school year 2024-2025 the Department does not envision the project to include a stage of research with stakeholders prior to launch.

Q15: Does the Department have documented branding and identity guidelines for web?

A15: No. The CONTRACTOR will be given an existing style guide used for collateral materials as a reference. The Department's Communications Branch will work with the CONTRACTOR to ensure alignment. Refer to RFP Addendum A, PART III, A8.

Q16: Does the Department seek to evolve its branding and identity for web as part of this project?

A16: The Department is looking for an appealing design with cohesive branding. Refer to RFP Section 2.3, Goals and Objectives.

Q17: Does the Department have a library of images available to use in the site design?

A17: Photo and video assets will be made available by the Department's Communications Branch.

Q18: Does the Department have specific requirements for mobile breakpoints and responsive behavior or are you seeking best practice recommendations from your selected partner?

A18: The Department is seeking best practice recommendations in line with the mobile accessibility guidelines in WCAG 2.2 level AA from the Offeror. Refer to changes made to RFP Section 4.12.4 Proposed Functional Solution, Compliance in PART I above.

Q19: Does the current site have a documented taxonomy that can be used to automate Related Downloads and other content recommendation features?

A19: No. The Department does not have a documented taxonomy for the current site.

Q20: Our understanding from the Pre-Proposal Conference is that in this scope, the Department is expecting delivery of the redesigned website implemented in WordPress, but, following CMS training, all content migration will be performed by the Department. Can you confirm this is correct?

A20: Yes, all content migration will be performed by the Department.

Q21: Are there any external or third-party integrations (either inbound or outbound) in the current website that will need to be integrated with the WordPress website?

A21: No. There are no external or third-party integrations.

Q22: Is the current in-site search a feature of Sharepoint or is it powered by an external search engine? If the latter, should the same search engine be used for the WordPress site?

A22: The current search feature is internal to Sharepoint. Offerors may include in their proposal new or enhanced features for any scenario. Refer to RFP Section 3.2, User Scenarios.

Q23: You note that GovDelivery from Granicus is used for the newsletter subscription form. Are there any other integrations between the website and GovDelivery?

A23: There are two GovDelivery widgets. One is on the newsletter subscription page (<https://www.hawaiipublicschools.org/Pages/Newsletter-Sign-Up.aspx>). The other widget is on the newsletter archive page (<https://www.hawaiipublicschools.org/VisionForSuccess/Newsletters/Hoohaheo/Pages/Hoohaheo-Newsletter-Archive,-SY-2023-24.aspx>). The code for the widgets will be provided to the CONTRACTOR.

Q24: Will the WordPress multilingual solution need to support the same set of languages listed under the section "Language Services" on the current website? Will all site content be translated into each language or will there be various degrees of translation across languages?

A24: Language translation support is required for web pages in fifteen (15) non-English languages most commonly spoken in Hawaii's student households. The languages are as follows:

- Hawaiian
- Cebuano
- Chinese-Simplified
- Chinese-Traditional

- Chuukese
- Ilokano
- Japanese
- Korean
- Marshallese
- Samoan
- Spanish
- Tagalog
- Thai
- Tongan
- Vietnamese

Refer to RFP Addendum A, PART I, for changes made to RFP Section 3.1, Scope of Work.

Q25: Please describe the background and skills of the six developer staff who will receive training. For example, are these developers experienced with WordPress or PHP to any degree, or is their background in another framework such as .NET?

A25: Developers have limited, recent experience with WordPress or PHP. Their background is in .NET

Q26: Regarding the requirement “The Related Downloads section draws its content from a file repository. Files must be uploaded to the repository before it can be added to the Related Downloads. Content managers select which file(s) and the order in which they are to appear on the Article Page Related Downloads section.” – Does this refer to an existing file repository that must be integrated into WordPress, or are you seeking a new file repository solution as part of this project?

A26: The Department is requesting a new repository solution in WordPress.

Q27: Regarding the requirement “When creating a new site page, content managers choose from a selection of templates, each of which can include an arrangement of text blocks, images, videos and other content tailored to achieve specific communication objectives.” – Modern WordPress architectures use modular page building so that there are fewer templates compared to websites built a decade ago, but much more flexibility in how they are used by editors. Does this best practice match your expectation for the editing experience?

A27: Yes. Refer to RFP Section 3.2.7, Templates for a list of minimum templates. The Department is open to predefined arrangements of content blocks.

Q28: Will the Department continue to use Google Analytics (GA) for the new site? If so, other than implementing GA tagging in the new site, are there deliverables expected within GA itself?

A28: Refer to RFP Section 3.2.10, Analytics. The Department currently uses and will continue to use Google Analytics.

Q29: For the social media feed requirement, which specific social networks are required?

A29: Refer to changes made in PART I, above, to RFP Section 3.2.16, Social Media Feed, which adds that the Department would like the ability to choose between the Department’s Facebook feed (<https://www.facebook.com/HIDOE808/>) and Instagram feed (<https://www.instagram.com/hawaiipublicschools/>).

Q30: Is the expectation that the cookie consent requirement of the RFP will be a feature implemented in WordPress (via a plugin)?

A30: Yes. The cookie consent requirement is a feature required in WordPress. Refer to RFP Section 3.2, User Scenarios “Offeror may propose new or enhanced features for any scenario and explain how their proposal meets the requirements”.

- Q31: Please describe what your approval process will be for this website redesign project.**
a. How many stakeholders will be involved?
b. How will decisions/approvals be made about visual design? Content? Navigation structure? Functional specifications? IT-related decisions? Potential scope changes?
c. How many days will be needed to solicit stakeholder feedback and/or approvals?

A31: The Department's Communications Branch will be responsible for working with the CONTRACTOR to develop a working project timeline based on the information included in their proposal. The look and feel of the final design will be approved by the Department's executive leadership. In order to meet the anticipated launch date, on or about October 2024, fall break of school year 2024-2025, the Department does not envision the project to include a stage of research with stakeholders prior to launch.

- Q32: Please provide more specific details on the expected frequency of updates or maintenance required from the Contractor post-launch.**

A32: The Department anticipates contacting the CONTRACTOR for website assistance and support related to such areas as the design framework and plugins created by the CONTRACTOR as needed if errors are reported by end users or content managers. Network, SSL Certificate, plugin installation or other hosting issues would be the responsibility of the Department and their hosting vendor. At times, the Department would involve both the CONTRACTOR and the hosting vendor to troubleshoot issues to determine root cause when no obvious determination can be made. Refer to RFP Addendum A, PART III, A3, RFP Section 4.12.5, Proposed Approach to Enhancements and Customizations and RFP Section 4.13, Price Proposal, including changes made in PART I above.

- Q33: Please specify the types of maintenance activities you anticipate being most necessary. (e.g., ADA compliance, SEO, performance optimization, bug fixes, plugin upgrades, template adjustments, content issues, etc.)**

A33: All of the above mentioned examples are applicable with the exception of SEO.

- Q34: Will the Department provide specific guidelines on the design aesthetic or is the Contractor expected to propose initial concepts based on the existing collateral materials?**

A34: The CONTRACTOR will be given an existing style guide used for collateral materials as a reference. The Department's Communications Branch will work with the CONTRACTOR to ensure alignment. Refer to RFP Addendum A, PART III, A8.

- Q35: Are there any specific third-party services or APIs the new website needs to integrate?**

A35: No. There are no external or third-party integrations.

- Q36: What amount of training is anticipated for the team managing the website?**

A36: Refer to RFP Section 4.12.6, Training Approach. Offeror shall describe the methods for training that would be the most beneficial for Department staff. Included shall be a plan for training with the intended audience, which includes, but is not limited to, Content Managers and Application Administrators, and Developers, and tools necessary. Offeror should provide samples of training materials.

- Q37: Regarding ADA compliance, would a level AA suffice, or is there a requirement for AAA compliance as mentioned in the RFP?**

A37: The Department is seeking best practice recommendations in line with guidelines in WCAG 2.2 level AA from the Offeror. Refer to changes made to RFP Section 4.12.4, Proposed Functional Solution, Compliance in PART I, above.

- Q38: Is there an existing issue tracking system in place (such as JIRA or Bugherd)?**

A38: For the current website, there is no standard bug tracking system in use.

Q39: What is the anticipated not-to-exceed amount and/or budget range for the described scope of work?

A39: Funding is available for the contract but a specific budget has not been determined.

Q40: Per 3.1: “Planning of design through implementation, including on-going maintenance and troubleshooting with the Department’s Communications Branch.” Question: What is the expected need in terms of number of hours per month and the duration (e.g., number of years) of the ongoing maintenance and troubleshooting?

A40: The Department anticipates contacting the CONTRACTOR for website assistance and support related to such areas as the design framework and plugins created by the CONTRACTOR as needed if errors are reported by end users or content managers. Network, SSL Certificate, plugin installation or other hosting issues would be the responsibility of the Department and their hosting vendor. At times, the Department would involve both the CONTRACTOR and the hosting vendor to troubleshoot issues to determine root cause when no obvious determination can be made. Refer to RFP Addendum A, PART III, A3, RFP Section 4.12.5 Proposed Approach to Enhancements and Customizations and RFP Section 4.13, Price Proposal, including changes made in PART I above.

Q41: Regarding “Offeror shall obtain and pay for all permits, certificates, and licenses required and necessary for the performance of the work specified herein, shall post all notices required by law, and shall comply with all laws, ordinances, and regulations bearing on the conduct of the work specified.” Question: We require that clients own their own image licenses, and it is best practice for you to own your software and plug-in licenses versus a vendor. Please clarify how you expect these types of licenses to be obtained and maintained.

A41: Photo and video assets will be made available by the Department’s Communications Branch. Offeror shall include in their Proposal if software and plugin licenses will be used and its associated costs, if any. Refer to RFP Section 4.12.4, Proposed Functional Solution – Website Design and Build Functional Requirements (Appendix C).

Q42: On training regarding linking to Single Sign On, what is your expectation of Single Sign On and do you have IT support that would assist in connecting this or providing the details for the vendor to connect to?

A42: The Department will be responsible to setup and configure the connection between WP Engine and the Department’s Azure SSO. Refer to RFP Addendum A, PART III, A9.

Q43: How will the School Finder information be populated?

A43: The School Finder web part is populated from a SharePoint page library that is maintained manually. The Department will provide a list of schools with metadata to the CONTRACTOR. Refer to RFP Addendum A, PART III, A28.

Q44: Technical Training for the Department Employees (Page 10, Section 31): The topics mentioned for Developers training are advanced. We are assuming the Department Employees’ team possesses the prerequisite knowledge of WordPress and basic Web Development technologies (HTML, CSS, JS). Kindly confirm.

A44: Developers have limited, recent experience with WordPress or PHP, but they do have experience in basic web development technologies. Their background is in .NET

Q45: Migration (Addendum RFP D24-104, page 3, Question #5) The addendum mentions the content migration will be handled in-house. In our experience, migration of this scale requires automated migration with programmatic scripts, and migration of media assets is a major task part of it. Do you have the expertise required to perform the migration in-house?

A45: Yes, all content migration will be performed by the Department.

Q46: Proposed Content Organization (Page 21, Section 5.2 Evaluation Criteria)
In our experience, Content Organization requires careful study of the existing system and discussions with stakeholders to understand their needs. Though it will be difficult to provide a proposed Content Organization as part of the proposal, we will provide top-level information on Content Organization & highlight the process in detail.
Can you confirm if that's inline with your expectations?

A46: Confirming statement is in-line with expectations in order to meet the anticipated launch, on or about October 2024, fall break of school year 2024-2025.

Q47: Hawaiian Language & Culture (Page 10, Section 3.1)
Can you please confirm if the familiarity with the Hawaiian language and culture is a must for the candidature for this project?
I am seeking this information as we do not have prior experience and familiarity with the Hawaiian language and the culture, but have expertise in providing language-specific intuitive user interface that works seamlessly across browsers, operating systems, devices, and workflows

A47: CONTRACTOR shall be familiar with the Hawaiian language and culture and provide an intuitive user interface that works across browsers, operating systems, devices, and workflows to meet the anticipated launch date. CONTRACTOR shall work directly with the Department's Communications Branch to ensure deliverables meet expectations. Refer to RFP Section 3.1, Scope of Work.

Q48: Proposal Organization and Content (Page 16, Section 4.6):
In this section, Attachment A: Proof of Compliance Documents mentioned, our understanding is, the proof of compliance documents are to be submitted upon being awarded the contract. Can you please confirm it?

A48: That is correct. Though it is recommended that proof of compliance documents be submitted with the Offeror's Proposal, furnishing proof of compliance (e.g. Hawaii Compliance Express) is required upon award. Refer to RFP Section 1.18, Responsibility of Offerors; Hawaii Compliance Express

Q49: Project Management Approach - On-site Requirement (Page 18, Section 4.12.1)
As a 100% distributed company, all our staff or developers will be working remotely; off-site. So, is having staff in Hawaii a strict requirement?

A49: Staff and/or developers do not need to be permanently located in Hawaii. Refer to changes made to RFP Section 4.12.1, Project Management Approach, in PART I above.

Q50: State of Hawaii General Excise Tax License Number (Page 25, Appendix A)
In Appendix A, the State of Hawaii General Excise Tax License Number, is mentioned. As our organization is Delaware-based we have the Federal tax ID number, is that enough?

A50: When submitting a proposal, if the Offeror does not currently have a State of Hawaii General Excise Tax (GET) License Number, they may leave that field on the Appendix A blank or otherwise indicate their GET License Number status. However, work to be performed under this solicitation is a business activity taxable under Chapter 237, HRS, and vendors are advised that they may be liable for payment of the Hawaii General Excise Tax. If an Offeror is a person exempt by the HRS from paying the GET, Offeror shall state its tax-exempt status and cite the HRS chapter or section allowing the exemption. Refer to RFP Section 4.8, Executive Summary. Please refer to the State of Hawaii Department of Taxation for information regarding the State of Hawaii General Excise Tax License (<https://tax.hawaii.gov/>).

Appendix C

Thank you for taking the time to review and complete this spreadsheet.

All offeror responses are to be entered within the spaces provided in each tab on this worksheet. The Offeror Response dropdown column is used to record one of the response codes listed in the table below and the Offeror Comment column is used to enter any free text comments.

Offerors are required to answer ALL questions in a concise, succinct manner. These responses must be submitted to the Hawai'i State Department of Education (hereinafter "Department") in Excel format. Please note that Excel has a limit of 5,000 characters per cell. In addition to completing this spreadsheet, vendor may submit additional documents to answer questions or line items by clearly referencing the document(s) and including the referenced documents with the RFP response.

Offeror Response	Definition
Y Yes	Requirement will be met and is included in the quoted price without additional cost. This application requirement is met by proposed software that is installed and operational at other sites and can be demonstrated to the Department.
CN Configuration	Requirement will be met by setting configuration parameters that can later be altered without reimplementing any part of the solution.
3 Supplied by 3rd Party	Requirement will be met by plugin, theme, page builder, or third party component(s) at no additional cost to the Department.
3C Supplied by 3rd Party	Requirement will be met by plugin, theme, page builder, or third party component(s) at an additional cost to the Department (all additional costs must be included in the Price Proposal.)
N No	Requirement will not be provided.

Notes

- 1) An omitted response will be assumed as the same as "No"
- 2) Any deviation from the responses outlined above will be re-coded at the discretion of the Department.
- 3) Incurred costs associated with any responses should be clearly shown in the "Offeror Comments" column and must be included in Appendix C.
- 4) If your response is only for part of the requirement statement, please make clarifying statement in the "Offeror Comments" column section.
- 5) A significant point penalty or a disqualification will be invoked if Offeror misrepresents their product's functionality in any part of this RFP.

Appendix C

Criterion	Description	Rating					Offeror Comments
		Y	CN	3	3C	N	
Content authoring and management	Relatively easy to create content, add/manage assets - users with no programming nor coding skills are able to create and modify content						
Content authoring and management	Support for a robust content type collections (e.g., containers, compound content types, elements).						
Content authoring and management	Allow content to be checked-out, checked-in						
Content authoring and management	Can the product track user, date and time of content modifications?						
Content authoring and management	Can the product expire and retire content? Scheduling publishing, time/date-triggered publishing						
Content authoring and management	Able to expire content by age						
Content authoring and management	Describe the process of unpublishing content						
Content authoring and management	Describe the ease of use to reconcile locked files or unpublished linked files						
Content authoring and management	Do you have an integrated spellcheck?						
Content authoring and management	can be used to submit content directly into the website repository. Please list which						
Previewing and Publishing	Describe your capability for mass-publishing/publication of multiple items						
Previewing and Publishing	Describe your capability to publish to multiple locations (e.g., two separate folders in two locations) based on predefined attributes						
Previewing and Publishing	Able to create different versions of the same page at the same time						
Previewing and Publishing	Explain the review and approval process for web content						
Previewing and Publishing	Can content editors define how and when they wish to receive notifications for page updates?						

Appendix C

Criterion	Description	Rating					Offeror Comments
		Y	CN	3	3C	N	
Compliance	Can the product support content in multiple languages?						
Compliance	Does your interface comply with Section 508?						
Compliance	The system is compliant with WCAG 2.2 level AA						
Auditing/Report	Describe the process of site administrators to identify/fix broken links						
Auditing/Report	Able to audit content types. (images, videos etc)						
Auditing/Report	Able to test the website for compliance utilizing Siteimprove (Department's current testing tool)						