

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

1. How do we access the details for this solicitation? Is there a Statement of Work available?

RFP has been uploaded. Please let State know if unable to view.

7. Will the EOA website be using the new State of Hawaii WP theme?

No. The websites for the ADRC, Alzheimer's disease and related dementias, and the AEOS sections are all housed outside of the State of Hawaii website.

8. Is the vendor/developer building a total of three websites, or one?

The vendor/developer is being asked to build the Alzheimer's disease and related dementias website. The ADRC and the AEOS websites for the State Health Insurance Assistance Program, the Long-Term Care Ombudsman Program and the Senior Medicare Patrol are all operational.

9. Can links be provided of the other sites?

<https://www.hawaiiadrc.org/>

<https://www.hi-ltc-ombudsman.org/>

<https://www.hawaiiiship.org/>

<https://www.smphawaii.org/>

10. RE: 2.3.1 Annual Maintenance - Q. Our assumption is that the new ADRD website will also need to be included in the scope of maintenance, so 5 sites in total for maintenance. Is that correct? Yes.

11. RE: 2.3.1 Annual Maintenance - Q. Where are the current websites hosted and who currently maintains the hosting infrastructure? All websites are currently hosted by two (third party) vendors. See links in #9.

12. RE: 2.3.1 Annual Maintenance - "See Attachment A – Routine Website Maintenance and Frequency". Can we have a copy of this Attachment - it is not included in the RFP documentation?

See attached at the end of this document.

13. 2.3.2 Multi-Program Scope by state fiscal year Q. What tools/services do you currently use for analytics and engagement measurement? For the SHIP, SMP and LTCOP we use Matomo and Google Analytics.

14. 2.3.2 Multi-Program Scope by state fiscal year Q. Can you tell us more about what the current SEO program looks like so we can better understand the effort involved to continue what is in place?

Matomo is the program that is in use for SEO for SHIP, SMP and LTCOP.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

15. 2.5.7 letter d. This statement suggests that only the Offeror will be adding new content to the site, yet in 2.5.7 letter, you ask for “administrative access to the website,” which we assume to be client members with authoring permission. Can you clarify the role of a vendor and managing your content?

The role of the vendor will be the manage (adding/editing) the content.

16. Current site technologies Q. What technologies/platforms are the current websites built with? Are they all the same or different technologies? For the SHIP, SMP and LTCOP the following technologies are used: PHP 8, MySQL 8, HTML, CSS, jQuery, JavaScript, AJAX, Matomo and Google Analytics, XML and JSON

17. IMAP/Webmail email accounts Q. Do you currently have an email service/system in place? Will new addresses be added to that system, or will a new email system need to be implemented? Email services are provided by the vendor. Accounts would need to be migrated to the next provider’s solution.

18. Is there an incumbent vendor supporting the sites now? Will that vendor be bidding on any section of this RFP? We have two separate vendors. The current vendors are aware of the solicitation.

19. Has a budget been defined for this SOW?

The award is based on the availability of funds. The range per year for the annual SOW are as follows:

Year 1 (\$100,000 - \$130,000)

Year 2 (\$70,000 - \$100,000)

Remaining years (\$60,000 - \$85,000)

20. Are you receiving support and maintenance from a vendor for the current sites? If yes, how many hours per site are you receiving monthly?

Ten to twenty hours per month on average.

21. In year 2, does this project include the county landing pages for the following sites: Ni’ihau and Kauai are here: <https://www.kauaiadrc.org/> Oahu here: <https://www.elderlyaffairs.com/> Molokai, Maui, and Lanai go here: <https://www.mauicountyadrc.org/> Hawaii goes here: <https://www.hcoahawaii.org/>

Yes. Correct.

22. Hosting partner - we are not a 24/7 365 agency, but we partner with hosting providers to ensure they can support your sites 24/7. Do you want the proposal to include the pricing for hosting your sites within our cost proposal?

If this is the proposed strategy, please include the price for your partners/subcontractor(s).

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

23. Do your sites require FED-RAMP compliance or any other requirements we should be aware of?

See 2.5 Administrative Requirements in the Scope of Work

24. 1. I understand the contract shall be for a period of six years from May 6,2024, through April 30, 2030. I just want to confirm the bid request is a total price for all 6 terms. Yes, the total price would be included. Please break out the annual costs and the overall 6-year cost.

25. Do you require a breakdown of price for each year? Yes. Please include in your response a cost breakout by year.

26. Where are the SHIP, SMP, LTCOP, and ADRC sites current hosted? 3rd party vendor. See links to the websites in question 9.

27. Are SHIP, SMP, LTCOP, and ADRC sites currently using the same CMS? A CMS is not used. The blog sections of each uses WordPress.

28. Does the new ADRD site need to use the same CMS as SHIP, SM, LTCOP, and ADRC?

The Offeror should propose that the ADRD site use the same CMS as the SHIP, SMP, LTCOP and ADRC. With that said, if there is a change to the CMS for the already operational website, please note that in your proposal.

29. What type of password and security policies exist for all the sites? Every aspect of the site/server have appropriate security policies.

30. Does the DOH perform regular security and intrusion scans on all sites? No.

31. Are there hosting provider restrictions? No. None imposed by the vendor for the SHIP, SMP and LTCOP sites.

32. Are there CMS solution restrictions? None imposed by the vendor for the SHIP, SMP and LTCOP sites.

33. Can we assume these sites can be hosted outside of the state technical infrastructure? Yes.

34. What will be the process to approve the copy for the website? EOA programs and staff will be integral in the process of approving development of the ADRD site and redesign of ADRC. Ongoing maintenance and updates to the AEOS programs (SHIP, LTCOP and SMP) will be the discretion of the program staff of that section.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

35. What will be the process to approve the visual layouts for the website? A submittal of the layout to the appropriate staff person(s) and a meeting for the vendor to showcase layout so that EOA staff can provide comments and final approval.

36. Please provide the state's security and technology requirements that will need to be followed. The websites are housed outside of the state website.

37. RFP, pg. 3 - "The website will be integral to the public health campaign and engagement measures will be essential to measure the effectiveness of the campaign." Aside from SEO, what other efforts are being done as part of the campaign to let target audience(s) know about the website resources available? The campaign will include PSA – TV, print radio, digital ads, education, and outreach.

38. RFP, pg. 4, 2.3.1.e - Please describe your current email strategy. For example: What is the process you currently use to send out emails? What tools do you use? How large are your email list(s)? Do you use segmentation strategies? The emails are set up by the vendor. For SHIP, SMP, and LTCOP we currently have about 5,000 subscribers.

39. RFP, pg. 4, 2.3.1.f - Please describe your current SEO strategy. Do you already have a list of targeted keywords? The current SEO strategy uses Matomo.

40. RFP, pg. 5, 2.3.2.a.1 - What is driving the requested August 2024 launch for the new ADRD website? Is this target date flexible?

The public awareness campaign is driving the launch date of the ADRD website. With the start date of the contract extended, item 2.3.2 a. (1) shall read: *"By **October 1, 2024**, launch a website for the Alzheimer's Disease and Related Dementias to accommodate all information regarding ADRD, the Hawaii Dementia Initiative, and the public awareness campaign."*

41. Is website content (i.e., text, photography, artwork, diagrams/infographics, etc.) development part of the project scope or has it already been written and completed? Are photography and video assets available?

The State has available artwork. We have developed PSAs that can be uploaded to the site. However, we anticipate the offeror to have suggested clip art, artwork and infographics they can share to highlight the website.

42. Is there an existing website style guide available? We suggest reviewing the current operational websites for SHIP, SMP and LTCOP as a possible guide for the development of the ADRD website.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

43. RFP, pg. 5, 2.4.1.c - What desktop and mobile browsers do you currently test for? What primary desktop and mobile browsers are used by your stakeholders? Microsoft Edge and Google Chrome.

44. RFP, pg. 5, 2.4.1.f - How do you currently evaluate website analytics? Will available reports be shared with the selected partner? See answer to number 13.

45. RFP, pg. 6, 2.5.6 - What multilingual capabilities does the website need to have, if any? The website will need to follow the requirements of the DOH, Office of Language Access. At minimum, the websites shall have the capacity to translate into the top 5 languages.

46. Is there an incumbent? Will they be bidding? We have two current incumbents. Both are aware of this RFP.

47. What is the budget for this project?

See answers to #19.

48. What is your current annual spend on CMS, hosting, and related support? We have two separate contracts with separate costs.

49. Who built the current websites - your internal team or a vendor? Our two current vendors – see the websites for more information.

50. If you used an outside vendor, how much did you spend on the implementation of your current sites? The current websites were developed between 4 to 10 years ago and costs have risen. The Offeror should price it based on its business practice and strategies to address the scope of work.

51. What sets firm/org apart from the alternatives?

52. Who/what are the primary alternatives?

53. Can you provide information on your workflow needs? It is difficult to predict the exact workflow outside of the details in the scope. We know that intense work will happen in the development of the ADRD website. Ongoing work and updating on the ADRC site will be needed. Ongoing routine maintenance will need to be adhered to for the SHIP, SMP and LTCOP websites.

54. Are survey/voting tools required? No.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

55. **Is there a need for a document library?** Yes.

56. **Does search need to index the contents of pdf/Doc files?** That would be preferable.

57. **Does the site search need to index content from other domains?** Not necessary.

58. **Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.** None

59. **Will single-sign-on be used to control administrative access to the site?** No.

60. **Is accessibility a desired or mandated requirement? Is the accessibility target WCAG 2.1 A or AA?**

Per the scope, the OFFEROR shall incorporate user-centered web design in all websites and include accessibility features to ensure that persons with visual impairments, hearing impairments, motor impairments, limited English proficiencies, or cognitive impairments are able to navigate the website and understand with the information. At minimum, the websites should have accessibility target of WCAG 2.1 A.

61. **Can you provide usage data, or estimate expected traffic to the site?** For the SHIP, SMP and LTCOP there are approximately 5000 unique monthly visitors.

62. **Are there special security requirements or audits involved?**

The OFFEROR shall provide up-to-date current firewall and SSL certificates for the ongoing function and security of the websites.

63. **Are there granular levels of permissions needed where certain people should only have access to certain sites? Or even certain areas of sites?** The offeror should assume that access and permissions will need to be built into the sites and propose a strategy.

64. **Are there any security standards required for your CMS platform? i.e., HIPAA, PCI, SOCII, Fedramp, etc?**

65. **Please provide the average monthly numbers for page views of the websites combined (to the nearest 100K is fine)** For SHIP, SMP and LTCOP about 10,000 page views a month.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

66. Do you experience frequent surges of traffic that impact performance at critical times? Sometimes.

67. Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc? If so, what was the impact? No.

68. Are you using anything for CDN or WAF currently? For SHIP, SMP and LTCOP sites, WAF is currently used, no CDN.

69. Do you require specific response time SLAs for critical issues? If so, please specify expectations. For critical/emergency issues, we hope to reach the Vendor immediately. All other issues, we expect timely responses within 3 business days.

70. Would you describe the existing content as structured, with consistent separation of content and code? Best practices are followed for separation of code and content.

71. What percentage of the current content is obsolete and won't be migrated to the new site? The current SHIP, SMP and LTCOP will be retained. As for the ADRC website, the resource and publications will need to be vetted and updated. We predict about 65 – 70% of the ADRC content shall be retained.

72. What is your plan for editing/creating content during the redesign? The plan for the redesign is to have a fresh look with clear pictures and sharp artwork. The content that will need to be updated or created will be in collaboration with the staff.

73. Do you expect copywriting or editing services as part of engagement? No.

74. Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?

The offeror shall assume that it is more of a streamlined discovery based on the web team's input and best practices.

75. Can you provide examples of sites that are good models for what you want?

Examples would be our current websites specifically those for SHIP, SMP and LTCOP and ADRC.

76. How detailed are the existing branding guidelines? Our current branding is sufficient. We are

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

engaging in an identity for the Hawaii Dementia Initiative which will be ready for the awarded vendor to use.

77. Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.

Definitely. All work can be accomplished remotely if the vendor can meet the needs of the State and be available from 7 a.m . to 4:30 p.m. Hawaii Standard Time to meet via zoom, Webex, or Teams.

78. Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc) The websites will need to be maintained by the developer in coordination with the State and the appointed staff.

79. Do different teams/departments manage their own sites? Or does one team own all web work? All websites are part of the Executive Office on Aging. Different staff will be responsible for their respective sections. So, in total, the selected vendor will be working with at minimum 5 different EOA staff members.

80. We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project? No, however please describe that in your proposal. The out of US members would need to be available within Hawaii Standard Time

81. How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?

We expect the developer to keep the sites updated and maintained while engaging with the assigned staff. See 2.3.2 of the scope for more information.

82. Do you have a budget range for year one of this project? Yes, see answer to question #19.

83. Seeing that 18F, the GSA department focused on government web services, recommends CMS powered websites instead of static websites, have you considered rebuilding the SHIP, SMP and LTCOP websites using a CMS to allow for easier updates, better security, and more complete compliance with WCAG Accessibility rules? We are not entertaining a rebuild of the SHIP, SMP and LTCOP websites.

84. Do you have specific Analytics platforms that you are considering? Examples might be Google Analytics 4, Matomo or Fathom Analytics, for example. Matomo and Google Analytics are used.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

85. Section 2.3.1 says "Develop and manage secure portals to exchange protected information." - Can you provide any further details, like number of portals, type of security that you expect to use or any other details? Do any of these portals currently exist? The portals exist for all sites. They are username/password protected web applications for volunteers and the resources they use.

86. Do you foresee the need for in person meetings or can all meetings be held virtually? We expect all work can be done virtually.

87. Can you be more specific of the type of Website Maintenance you will require for each of the 4 Websites (i.e., SHIP, SMP, LTCOP)? For example, will this be changes in text, adding more pages, editing images, etc.? Updating banner notifications, resources, calendars, events that are time sensitive.

We anticipate over a 6-year timeframe that there will be updates to the website, hosting up to date information, changing images, and updating text as needed. These websites are tools to draw the public to "current" information and is used to enhance our outreach efforts to the public.

88. Does SHIP, SMP, LTCOP, ADRC have their own databases already that we will be using for the email campaigns? What is the database size for each? Yes, approximately 5000 total subscribers currently for SHIP, SMP and LTCOP.

89. Are we required to manage the individual databases, or will this be conducted in-house by DOH/EOA? The Offeror shall be required to manage the individual databases.

90. Do we need to design the email campaigns (ie. Creative) for SHIP, SMP, LTCOP, ADRC or is this provided to us? The email campaigns will be a joint effort between offeror and state.

91. Does SHIP SMP, LTCOP, ADRC have their own email service provider you would like for us to use for each, or do we need to provide this

ADRC has an email that is answered by the EOA staff. SHIP SMP, LTCOP, have emails for each site.

92. What is the frequency of email campaigns that will be required for SHIP, SMP, LTCOP, ADRC?

For SHIP, SMP and LTCOP, once weekly for each program in perpetuity. For ADRC, frequency is on a quarterly basis.

93. Will you require a Clicks/Analytics Report per each email campaign sent for SHIP, SMP, LTCOP, ADRC?

We will need analytics on the email campaigns.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

94. **Do we need to manage SEO for each of the individual email campaigns for SHIP, SMP, LTCOP, ADRC?** Yes.

95. **Do we need to have our entire IT Team on every call or conversation during our contract or can we assign one person as the Head Liaison?** The State recommends that this would be the discretion of the vendor who is managing the deliverables of the contract. If the work is completed in a timely manner. If there is a head liaison, the communication needs to flow between and among the contractor and the State.

96. **During Website Maintenance how often do you require we backup the running Website for SHIP, SMP, LTCOP, ADRC (i.e., Weekly, Bi-Monthly, Monthly)?** Daily with 7-day retention.

97. **What is the project budget (or range)?** See answer the question #19

98. **Is there an incumbent for this contract or project?** There are two incumbents.

99. **Who is currently maintaining and hosting your websites?** See the websites.

100. **What is the current content management system?** None for SHIP, SMP and LTCOP

101. **What content management system do you require for the new website redesign project (if it is expected to remain the same or change)?** None for SHIP, SMP and LTCOP

102. **What integrations (services or softwares) do you require, and will the proposing team be responsible for those integrations?** None for SHIP, SMP and LTCOP

103. **Do you have specific website accessibility compliance level requirements for this project?** Please see response to question #60

104. **How will EOA resource this project? What are the assigned resources?** The State will use federal and state funding.

105. **Have you conducted a content inventory and audit?** Yes.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

106. **Have you conducted any user research, usability testing or accessibility audits?** Yes, informally.

107. **Are you accepting bids from states other than Hawai'i?** Yes, if the bidder meets the qualifications under 2.4 of the Scope of Work.

108. **How many content contributors does your content management system support?** N/A.

109. **Are you currently tracking website usage with website analytics?** Yes, Matomo and Google Analytics.

110. **Are you looking for one firm to handle both the redesigns AND the maintenance and hosting?** Yes, but that does not preclude the offeror from subcontracting work to other vendors. If the Offeror proposes to subcontract, it needs to be described in the written proposal.

111. **Do you need support writing content for the website for the Alzheimer's Disease and Related Dementias?** No. The subject matter expertise will come from the State.

112. **What are the main communication goals for the EOA website?**

The goal for the ADRD website is to increase awareness of Alzheimer's Disease and Related Dementias and to promote the need for early detection.

The goal of the ADRC website is to serve as a trusted source of reliable information for all individuals including older adults, caregivers, individuals with disabilities.

The goal of the SHIP, SMP and LTCOP is to 1) raise awareness of all three programs, 2) educate the community, 3) provide timely access to information and assistance, and 4) provide a platform to recruit volunteers to support the mission of the programs.

113. **What is the primary target audience for the EOA website?** All the websites are for the community at large. The websites are tools to the programs.

114. **What is the desired launch date for the website?** See response to question number 40.

**Questions for solicitation: P24001987 EOA Website
Responses posted on 04/15/2024**

115. What specific challenges would you like addressed by the new EOA website? What (if any) issues are there with the current site?

We do not have specific challenges with the current operating websites.

116. What is your budget for the EOA website? Please see response to question number 19.

117. Should we include in our RFP training for DOH staff for internal management of the EOA website?
Yes, if that is a proposed strategy.

118. Do you have a desired website platform for the site (WordPress etc)? No.

119. Based on the RFP, what does "Develop and manage secure portals to exchange protected information" entail? What are the secure portals? The portals exist for all sites. They are username/password protected web applications for volunteers and the resources they use.

120. Under the requirement "Develop and manage all email campaigns," what is the duration of email campaigns and the frequency of mail blasts? For SHIP, SMP and LTCOP, once weekly for each program in perpetuity.

121. Under the requirement "Develop and manage the search engine optimization program," can we assume that this is limited to on-page SEO implementation and does not include off-page strategy?
Both on and off.

122. Under the requirement "Website hosting for the ADRD, ADRC, and AEOS programs," does the vendor get to select or recommend a hosting solution for websites as well as email service? Knowing that the State would migrate over the current website, the offeror may elect to host on the same platform OR the Offeror needs to describe the platform it plans to use, and the costs involved.

123. Under the requirement "Tracking, evaluating, and reporting of performance-based website analytics," does a free Google Analytics account meet the requirement of this task? Yes.