

To: All Bidders

From: Ryan Fealey, Director of Finance

Date: March 9, 2021

Re: RFP 21-03 Website Redesign and Hosting Services

ADDENDUM 2

VENDOR QUESTIONS & ANSWERS

1. Is Stamford Public Schools looking for an in-state bidder, or may out of state bidders also respond to the proposal?
All vendors who meet the requirements of the RFP will be considered by the selection team.
2. We understand that your current website is on Drupal CMS. Do you wish to continue with Drupal CMS, or you are open to other open-source CMS like WordPress?
The platform of the CMS shouldn't matter if the application functions properly. We expect a proven, enterprise level platform that presents a full menu of options.
3. We are an AWS Public Sector Partner for cloud hosting. Are you open to host the new website on AWS Cloud? **Yes**
4. Can you share the current web hosting architecture? **No**
5. Do you currently have a Disaster Recovery Plan in place? If yes, then what is your current RPO (Recovery Point Objective) and RTO (Recovery Time Objective)?
Our current site is hosted, so the expectation is for 99.99% availability
6. What are your security requirements for website hosting?
The application should have role based security with an SSL secured site.
7. Do you have a style guide or brand standards? If not, would you like to have it developed as part of this proposal?
The district has brand standards and an informal style guide. The development of a more formal style guide could be an optional component of any vendor's response.
8. Do you have any development or programming capabilities in-house? **No**
9. Is there anything specific you like about the current site and want us to retain or expand on its functionalities?
The key elements are included in the RFP.

10. Provide ballpark estimate of the pages/content that needs to be migrated.

The current site has approximately 3,000 pages, which I would think can be reduces quite a bit. The decision to migrate content will need to be based on how the new site is structured and what content is still relevant.
11. Do you want to link videos from YouTube and/or other platforms, or would you like to have the media content self-hosted?

We would like the ability to do both. We occasionally need to embed videos in the site, but also link out to others.
12. What kind of post-launch support are you looking for? Can you give us the details of services that are expected from the bidder in terms of monthly support and maintenance?

Refer to RFP.
13. What types of SEO services does Stamford Public Schools need for their website? Are these envisioned to be baseline best-practices that we will build into the coding structure, or is this a more robust SEO strategy powered by inbound organic content, keyword research and recommendations to increase visibility?

I would expect a minimum of best practice. The vendor is welcome to present any expanded strategies that they offer.
14. On-Line payments processing - What is your current payment gateway processor? Do you need to stay with this gateway for your online giving?

We currently do not have payment processing – are considering it as an option.
15. Can you mention the integration process (Link out / webhook / API)?

We embed some content like Facebook, but would want to be able to consume web services for GIS data or exchange data with other platforms via an API.
16. Do you expect vendor to create the content for redesigned website?

The content will be based on current content with necessary changes dictated by new design parameters, etc.
17. Does Stamford Public Schools have project completion date in mind?

Ideally, the website and all of its sub sites (one for each school) would launch by the end of August 2021.
18. In the given circumstances of pandemic, will you accept the proposal via email from the bidder?

Please meet the criteria set forth in the RFP.
19. What is the budget for this project?

We are not sharing any budget figures.
20. Would you be open to a non-US based vendor completing this work? Do you have a preference towards domestic vendors?

All vendors who meet the requirements of the RFP will be considered by the selection team.
21. What is your desired website launch date?

Ideally, the website and all of its sub sites (one for each school) would launch by the end of August 2021.
22. Can you disclose a budget range or budget cap for this project? **No**

23. How familiar are your web administrators and content editors/creators with operating on the Drupal CMS? Would your team require any specific training?

Yes, we expect the vendor to provide training.

24. What modules are currently installed on the website?

There are a number of “modules” that enable functionality like e-subscriber lists, Board minutes and agendas, etc.

25. Do you have a preference toward either cloud or on-site hosting?

We will only accept cloud hosted solutions.

26. How many visitors and page views does your site get each day?

This information is included in the RFP

27. What is the size of the stamfordpublicschools.org website? What is the average size of the sub-sites? How many page URLs and how many documents?

The District and school site comprise approximately 3,000 pages.