

ADDENDUM 2

DATE: November 22, 2019
PROJECT: GSBS Website Redesign
RFP NO: 744-R2005
OWNER: The University of Texas Health Science Center at Houston
TO: Prospective Proposers

This Addendum forms part of and modifies Proposal Documents dated, October 25, 2019, with amendments and additions noted below.

The following questions were received prior to the deadline for questions and the responses are in **red**.

1. We are NJ based company, can we bid on this RFP?
Yes; But your company must have an established office and staff in the Houston metropolitan area. Refer to Section 5.2.4 of the RFP document.
2. We don't have an established office and staff in the Houston metropolitan area. Are we eligible to bid?
Unfortunately, no. Refer to Section 5.2.4 of the RFP document.
3. Do we need to submit an Agreement along with the response of the RFP?
No; the agreement will be completed once a supplier is selected for this project. It is included with the RFP document to give you an opportunity to review the University's terms and conditions.
4. Do we need to provide all the answers to the questions mentioned in RFP?
Yes; the answers to the questions will be scored by the evaluation team. Responses are required for Section 5 of the RFP document as well as Section 3 of Appendix One. If a question is duplicated in the RFP, a reply is needed in only one area. You may provide an answer in both areas or simply direct the team members to where the initial response was given for example:
 - **SEE RESPONSE IN SECTION 5.4.2 or**
 - **-ALSO ANSWERED IN SECTION XXX.**
5. Mandatory or Optional to answer the questions.
Responses are mandatory to the questions and are 50% of the scored criteria. Please refer to Section 2.3.2.

6. Although this is a design only engagement, will this be developed on dotCMS or has GSBS transitioned to a new platform?
This site will be deployed on the dotCMS platform.
7. Does GSBS have existing analytic or user flow data such as heat maps that can be shared at project commencement?
Yes, we have that data. It will be shared with the vendor awarded this project.
8. Approximately how many templates are expected to be required for Intranet pages?
None. The scope of work has changed to require a home page template design and 2 page template designs.
9. Are there any substantial operational or organizational changes that would necessitate a drastic departure from the site's current, 17 front-facing templates?
None.
10. What is the motivation for seeking redesign?
The current template design is 5 years old.
11. Has the University set an initial budget for this project?
No. We are not allowed to discuss the budget during the bidding process. Please submit your best value pricing for the project.
12. Has the University set an ongoing support budget for this project? If so how many years is the contract renewable for?
No. This is a one time RFP.
13. How many content administrators is there expected to be within your organization after site launch?
There will be 15 content editors.
14. When will a Q&A be issued on your current site?
N/A
15. What is the University currently using for "Online Payments"?
We are not processing online payments directly on the GSBS website.
16. For the current site can you provide the number of page views per month?
3000 per month
17. What is the average bandwidth usage per month?
Not sure in terms of KB or MB but average page download time is .14 secs.

18. Can you provide current storage requirements?
Storage is not an issue.
19. Does the University have a preferred timeline for this project?
No later than Q2 of 2020.
20. Are there any sites the University would like to you as inspiration for the new site?
We are collecting a list of websites.
21. What CMS is the current site built with?
The current site is built in the dotCMS web publishing platform.
22. Is there registration necessary to participate in this RFP?
No.
23. On many projects we recommend a Research and Discovery phase in order to properly scope a Website Implementation. This is a paid engagement, but generally ends up uncovering valuable information, as well as saving time and money in the long run. It includes deliverables like stakeholder interviews, an audience survey, a content audit, and a technology review, among other items. How would your organization react to us proposing a paid Research and Discovery phase before committing to any kind of implementation?
We have already done this phase internally and can provide data.
24. Has any previous user or audience research been completed that can inform this project? For example, do you have documented usability testing, stakeholder interviews, audience surveys, or other research that will be helpful?
Yes, we have collected stakeholder interviews, usability testing, and focus group data. We will share relevant data with the vendor awarded the contract.
25. Please describe three major needs that this project will address. How is the old system not meeting these needs?
The major needs that this project will address is that the current website template design is dated.
26. What technical requirements must the new system adhere to? Is there a particular content management system or technology stack that is required? Is there one that you would prefer?
This is a design only engagement. The WCAG 2.0 AA standards for accessibility as they relate to color contrast must be adhered to, but the school's brand standards.

27. Where will the new system be hosted? If you are providing hosting, what operating system, scripting languages, and databases will be available on the hosting server? Please describe other pertinent details about the hosting environment.
This is a design only engagement. Hosting details are not relevant to this engagement.
28. How important is security? Are there specific security standards that the new system must meet?
This is a design only engagement. Security details are not relevant to this engagement.
29. Will the system store any personally identifiable information? If so, will this data be stored locally or with another provider?
This is a design only engagement. Data details are not relevant to this engagement.
30. Who are the key audience groups that will use the new system? What needs will they have that must be fulfilled?
The key audience groups are future and current students and faculty. We have user testing and focus group data.
31. Will new content need to be written for the new site? If so, how much help are you expecting from your chosen partner? Do you need content strategy, copywriting, or copy editing services?
We will be integrating current content but will need advice on organizing the content based on the template navigation design if that is called for.
32. If content will be provided by your chosen partner, please give an estimate for how many pages of content will need to be written or edited.
No new content will needed.
33. How many unique content types or page layouts should be included in the scope? If you don't know for sure, even a ballpark guess would be helpful. A simple site will consist of 4-6 unique page layouts, a site of medium complexity will consist of 6-12 unique page layouts, a complex site will consist of 12-20+ unique page layouts.
As indicated in the scope of work, we are looking for home page template and 2 additional template designs
34. Will content need to be presented in languages other than English? If so, which ones?
No.

35. If multiple languages are needed, who will provide the translated content and should the translated content be human-translated or will a machine translation (such as Google Translate) suffice?
No. We don't plan for launching this site with alternate languages. If and when we do add additional language options, we will hire professional translators to translate the content.
36. Will this project require a substantial amount of data or content migration from the old system to the new one? If so, who will be responsible for this migration? Please estimate how much content, and what types of content, need to be migrated over.
This is a design only engagement. No data migration will be required of this partner.
37. What third-party or legacy applications must the new system interface with? How deep of an integration does each one need?
This is a design only engagement. No legacy app support will be required of this partner.
38. Is the new system required to meet federal accessibility standards? If so, to what level?
Yes. WCAG 2.0 AA
39. What other functionality will the new site need to include? Besides those described in the RFP, are there any features or functions on the current site that need to be available on the new site?
None but if there are any navigation or effects within the proposed template design, we would like to see that mocked up in a test environment.
40. Once the project has started, what will the makeup of the decision-making committee be like? Will decisions be made by a large group, a small committee, or a single person?
It will be made by a small committee that will cover major functional areas of the school.
41. What project management process will work best for this project: waterfall, agile, a hybrid of those, or something different?
Waterfall or hybrid.
42. Is there anything about your organization that might make this project difficult?
We will need distinct milestones to make timely decisions on.
43. How should this project be billed? Fixed-bid deliverables based, hourly, monthly retainer, or something else?
A purchase order will be issued per the pricing submitted in Section 6 of the bid document.

44. Is there someone who could be considered an incumbent on this project? Is there another company that you've worked with before, or any other company that would receive preference for winning this project?
No. There are no companies considered incumbent on this project.
45. What is the timeline for making a decision on this project?
Q1, 2020
46. When should the project be complete? Is this a critical due date? What event is driving the due date?
Q2, 2020. We would like to have the deliverables ready through summer 2020.
47. Please provide general budget guidelines. Even a rough ballpark estimate or range would be very helpful. Do you imagine this project to be \$100k, \$500k, or \$1M+? N/A
We are not allowed to discuss the budget during the bidding process. Please submit your best value pricing for the project.
48. When does your organization's fiscal year start?
UTHealth's fiscal year begins September 1.
49. What is the project timeline?
We would like to have the deliverables ready through summer 2020.
50. What is driving the website redesign initiative? What are the primary goals of the project?
The current website design is 5 years old. The goals are to have a website design based on our new standards and be competitive.
51. Will the selected agency be responsible for developing the website in addition to designing it?
No. This is a design only engagement. We have developers in-house that will build out the approved templates.
52. What is the current CMS you are using and where is the website hosted today?
We are using the dotCMS web publishing platform. The site is hosted on campus.
53. What type of CMS are you comfortable using or exploring for both your private and public sites?
We are using the dotCMS web publishing platform and will continue to use that platform for all of our sites.
54. Will the collection of donations continue to be supported by giving.uth.edu/donate/graduate-school?
Yes.

55. Will the online application process continue to be supported by utgsbs.embark.com?
Yes.
56. Are there any other domains (outside of gsbs.uth.edu) that need to be accounted for?
No.
57. Are you open to alternative calendar integrations outside of Google?
Yes but if it integrates well with proposed design and the process for updates is easy to manage by multiple people.
58. Is there a CRM system or any other third-party applications in place that the new website will need to integrate with?
No.
59. Do you have any website analytics data, and would you be willing to share?
We have website analytic data that will be shared with the company awarded this contract.
60. Who is the preferred website analytics partner?
Google Analytics
61. Do you need any filtering and/or search functionalities?
No.
62. Will an overview of the intranet's needed functionality be provided?
None. The scope of work has changed to require a home page template design and 2 page template designs.
63. Will a sitemap of the current intranet environment be provided?
We currently do not have any content on the intranet.
64. How many users will be editing content on the site? Is there any moderation process needed?
Around 15. A moderation process is not needed.
65. Are there any password-protected pages that we will need to be responsible for?
No.
66. Will we have access to any backend databases for content migration?
This is a design-only project. No database migration will be needed.

67. Will you provide all website content (copy and graphics) or will the selected vendor be responsible for creating content? If so, will you provide additional information?
We will provide copies of the content and will be open to gathering more pictures if recommended.
68. Is the organization in the position to host the website internally under the guidance of the agency partner?
This is a design-only project. No hosting support will be needed.
69. Will you require any on-going website maintenance?
This is a design-only project. No on-going maintenance support will be needed.
70. We are not located in Texas but have (extensive) web design experience with private companies and government organizations nationwide (16 years in business). First, would companies like ours be considered?
Yes; But your company must have an established office and staff in the Houston metropolitan area. Refer to Section 5.2.4 of the RFP document. All work is to be done in house (no subcontracting). Refer to Section 5.2.5 of the RFP document.
71. If we are not able to attend the Pre-Proposal conference (since we are out of state), is that acceptable?
Yes-that is acceptable; attendance for the pre-proposal conference is not mandatory.
72. Are there existing Branding guidelines?
Yes. Please refer to Exhibit A – UTHealth Graphic and Editorial Standards for this bid posting at <https://www.uth.edu/buy/bid-list.htm>.
73. Whether companies from Outside USA can apply for this? (like, from India or Canada)
Yes; But your company must have an established office and staff in the Houston metropolitan area. Refer to 5.2.4 of the RFP document.
74. Whether we need to come over there for meetings?
Yes; you must be available to attend any scheduled meetings.
75. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Yes; but your company must have an established office and staff in the Houston metropolitan area. Refer to Section 5.2.4 of the RFP document. All work is to be done in house (no subcontracting). Refer to Section 5.2.5 of the RFP document.
76. Can we submit the proposals via email?
No. University will not accept proposals submitted by email, telephone, or FAX transmission. Refer to Section 3.2 of the RFP document.