

ADDENDUM 1

Durham Public Schools Request for Statement of Proposal (RFP)

RFP # 179-2324-249-WEBSITE_SVS

Date: 5/28/24

ADDENDUM 1 – Questions and Answers

Q1. CONTRACT DOCUMENTS & ORDER OF PRECEDENCE. Can the Contract between DPS and the vendor include a standard Order, which describes the services provided as well as agreed fees, the vendor's Master Terms and Conditions, and the vendor's Data Privacy Agreement?

A1. All vendors should include their terms, fees, privacy agreement, and other documents with their proposal. These will be reviewed when determining a vendor.

Q2. INVOICES. Will Durham Public Schools be providing its purchase order before the vendor issues its Invoice? Is it acceptable for the vendor to not specifically include the detail in Section 4.3c in the RFP in its Invoices? It appears that Section 7 in Attachment B conflicts with Section 4.3 with respect to payment. Since there is no acceptance period, can the vendor delete the requirement that the Invoice will not be paid until 45 days after the Invoice is approved by Durham Public Schools but instead state that it will be paid 30 days after receipt of the Invoice by Durham Public Schools?

A2. A purchase order is required before incurring an obligation or entering a contractual agreement; therefore, it should always precede the invoice.

Q3. BACKGROUND CHECKS. Since the vendor does not provide services on the premises of its customers, is it acceptable to delete Section 4.8 from the RFP, Background Checks and refer to the language in the vendor's Master Terms and Conditions?

A3. No.

Q4. PERSONNEL; VENDOR REPRESENTATIONS; SCOPE OF WORK; LIQUIDATED DAMAGES. Since the vendor is not providing customized services nor building anything for Durham Public Schools, can we delete Sections 4.9, 4.10, 5.0 and 5.1 in the RFP and Section 16 in Attachment B since these sections are not applicable?

A4. No

Q5. SUBCONTRACTING. Since the vendor routinely uses very large, reputable subcontractors in the normal course of its business, which also provide services across the vendor's customer base and are not engaged on a customer-specific basis, can Section 21 in Attachment A and Sections 17 and 22 in Attachment B be deleted?

A5. No

Q6. PERFORMANCE AND DEFAULT. If the vendor is not performing customized work for Durham Public Schools, can Section 1 in Attachment B be deleted and replaced with the vendor's Master Terms and Conditions?

A6. No

Q7. AVAILABILITY OF FUNDS. Since Durham Public Schools wants a 3 year term, can Section 3 in Attachment B be deleted?

A7. No

Q8. ASSIGNMENT. As a private company, the vendor may in the future reorganize or sell its business. Can the vendor freely assign to an affiliate or a successor-in-interest to its business without obtaining the prior approval of Durham Public Schools as stated in Section 12 in Attachment B?

A8. No

Q9. GENERAL INDEMNITY. Since the vendor does not provide services on the premises of its customers, can Section 14 in Attachment B be deleted and instead refer to indemnity provisions in the vendor's Master Terms and Conditions?

A9. No

Q10. TERMINATION FOR CONVENIENCE. If the vendor is not performing customized work for Durham Public Schools, can Section 18 in Attachment B be deleted and instead refer to the termination for convenience provisions in the vendor's Master Terms and Conditions?

A10. No

Q11. CARE OF PROPERTY; PROPERTY RIGHTS. Since the vendor neither receives any property from Durham Public Schools nor creates any intellectual property for its customers, can Sections 20 and 21 in Attachment B be deleted?

A11. No

Q12. Scope of Work Specifics: Could you please provide more details about the expected features and functionalities for the mass notification system, especially any specific integration requirements with existing DPS systems?

A12. Yes, there will be many as is customary for the needs of a school district. Any website vendor that we select should be familiar with the standard integrations, such as PowerSchool, and know how to manage those. Any website vendor that we select should also propose a solution for mass notifications.

Q13. Content Migration: Regarding the requirement for seamless content migration, could you specify the volume and types of content that need migration? Are there particular formats (e.g., multimedia, PDFs) we should be prepared to handle?

A13. Please review the current website and associated school websites. There are photos, videos, pdfs, powerpoint presentations, and more, as is consistent with any large website.

Q14. User Experience Requirements: Could you elaborate on the accessibility standards and user experience goals that DPS aims to achieve with the new website design?

A14. This would be discussed in greater detail when a vendor is chosen. Any website should be built with the user experience in mind, ensuring easy access to content, as well as accessibility. Any website vendor that is chosen should have an in-depth understanding of and experience with these issues.

Q15. Stakeholder Engagement: Are there specific groups of stakeholders that should be prioritized in the design and testing phases? How involved do you anticipate these groups being in the project development process?

A15. Our stakeholders include parents, teachers, administrators, staff, and community members. All stakeholders will be involved in the design and testing phases, and their input will be weighted heavily.

Q16. Performance Metrics: What key performance indicators (KPIs) or metrics will DPS use to evaluate the success of the new website and notification system?

A16. Any website vendor that we select should have comprehensive knowledge of and experience with providing and analyzing performance metrics. We will evaluate the metrics that are offered in proposals when selecting a vendor.

Q17. Timeline Flexibility: Is there flexibility in the project timeline for design, development, and deployment phases, or are these dates fixed?

A17. The timeline has been carefully selected to meet our goals for introducing a new website, though there may be flexibility in the dates set for achieving benchmarks toward that goal. The launch date is not flexible.

Q18. Budget Constraints: Is there a set budget range for this project that proposers should adhere to?

A18. Total cost of the project will be a significant consideration when evaluating proposals. Please outline all costs associated with the project, including ongoing maintenance and support.

Q19. Training and Support: Can you specify the extent of training and post-launch support expected from the vendor? What are the preferred formats for these training sessions?

A19. Please provide the level of support provided in your proposal. When reviewing proposals, the amount of support will be considered for the final selection.

Q20. Vendor Collaboration: Does DPS anticipate any direct collaboration between the chosen vendor and any third-party agencies or consultants?

A20. * QUESTION FOR SHEENA – ARE WE ALLOWING SUBCONTRACTORS? ******

Q21. Security Standards: What specific security standards and protocols should the proposed solutions comply with, especially regarding student data protection?

A21. Data protection and security are of the highest importance for a school district website. Please provide the security measures provided in your proposal. When reviewing proposals, these security measures will be considered for the final selection.

Q22. Previous Challenges: What are the major challenges or limitations with the current system that DPS aims to overcome with this upgrade?

A22. Challenges and goals will be discussed in greater specificity with the chosen vendor. Our goal is to market the district and its individual schools while also sharing information that is easy to access and clear to understand in a timely manner. All proposals should outline strategies to achieve this goal.

Q23. Proposal Submission Format: Are there specific formatting guidelines for the proposal submission beyond those listed that need to be adhered to?

A23. No

Q24. Evaluation Criteria Weighting: How are the evaluation criteria weighted in the decision-making process?

A24. Proposals will be reviewed holistically to determine the vendor that meets all the needs of the district with the new website and provides the most value.

Q25. Will the redesigned websites require a centralized content management system (CMS) for managing and publishing content across the district and school websites?

A25. This should be included in your proposal. Will you provide a CMS or another solution? This information will be considered when selecting a vendor.

Q26. If so, do you have a preferred CMS platform, or are you open to recommendations from vendors?

A26. No. Any CMS should meet the needs of the organization, including hosting and functionality, as well as maintaining the security of the data. Any CMS should also be user friendly for a diverse staff.

Q27. What level of content editing and publishing permissions should be granted to district administrators, school administrators, and other user roles?

A27. This will be determined upon implementation. All proposals should include information about resource and user management, including editing and publishing permissions.

Q28. Should the district website and school websites follow a consistent structure and navigation pattern, or can they have unique layouts and navigation schemes?

A28. As is standard for all organizations, consistent branding will be required. That does not mean that all websites must be identical in all details, but there should be uniformity in branding, which is a comprehensive consideration that goes beyond logos and color choice. Any website vendor that we select should understand these considerations.

Q29. Are there any specific requirements or guidelines for the information architecture and site mapping?

A29. No

Q30. Should the redesigned websites adhere to a unified brand identity and design guidelines for the district, or can each school website have its own unique branding?

A30. As is standard for all organizations, consistent branding will be required. That does not mean that all websites must be identical in all details, but there should be uniformity in branding, which is a comprehensive consideration that goes beyond logos and color choice. Any website vendor that we select should understand these considerations.

Q31. If a unified design is required, will you provide brand assets (logos, color palettes, etc.) or expect the vendor to develop a new brand identity?

A31. We will provide brand assets.

Q32. What are the essential features and functionalities that should be included in the redesigned websites (e.g., event calendars, staff directories, news/announcements, online forms, etc.)?

A32. This will be discussed in more detail through the design process with the chosen vendor. Standard features may include news and announcements, calendars, directories, intranet space, forms, mobile-friendly interfaces, access to analytics, and ADA-compliant features, as is customary for websites for large organizations and school districts, in particular. Any website vendor should be prepared to offer a range of options and features in the new website.

Q33. Are there any specific integrations or third-party tools that need to be incorporated into the websites?

A33. Yes, there will be many as is customary for the needs of a school district. Any website vendor that we select should be familiar with the standard integrations, such as PowerSchool, and know how to manage those.

Q34. Will the existing content from the current websites need to be migrated to the new platform, or will the redesign involve creating new content from scratch?

A34. Essential data will be migrated, while certain outdated content will be archived. That should be included in the vendor's proposal and be a part of the service.

Q35. If content migration is required, approximately how much content (pages, documents, media files) needs to be migrated?

A35. Several gigabytes of data. Please review the current site and associated school websites for an overview. No specific number of pages, documents, or media files is able to be provided.

Q36. Do you have a specific timeline or target date for launching the redesigned websites?

A36. July 1, 2025

Q37. What level of training and support will be required for district and school staff to manage and maintain the new websites effectively?

A37. Full comprehensive training. All school webmasters and departmental webmasters will need to be fully trained. Please provide the level of support provided in your

proposal. When reviewing proposals, the amount of support will be considered for the final selection.

Q38. How many concurrent users will be accessing the website at any high-traffic events?

A38. At most, 2-3 per site and subsite.

Q39. Referencing the above RFP and Page 12 under Scope of Work and Mass Notification, please provide your historical usage of your current Mass Notification system during the 2022-2023 school year. Please provide the number of email, text, robocalls that the district sent daily, weekly, monthly, and during the 2022-2023 school year.

**A39. [\(Link\) Message Utilization Report 2022-23](#)
[\(Link\) Message Utilization Report 2023-24](#)**

Q40. * MISSING??******

A40.

Q41. What is the budget for this project? 

A41. A budget has not been finalized for a new website and mass communication system for the district. We understand that this is a complex process that includes multiple factors, especially considering the number of school websites and stakeholders we communicate with regularly. We are considering all proposals. Total costs, including design, hosting, support, and other services, should be included in the vendor's proposal and will be part of what we will be reviewing when selecting a vendor.

Q42. Do you require a marketing plan? 

A42. No.

Q43. Are there any social media/blog management needed?

A43. No.

Q44. What is the expected date of the website launch?

A44. July 1, 2024

Q45. Are there any preferences for CMS tools such as Wordpress, Drupal and Strapi?

A45. No. Any CMS should meet the needs of the organization, including hosting and functionality, as well as maintaining the security of the data. Any CMS should also be user friendly for a diverse staff.

Q46. Do you prefer the vendor to host the website? Can a vendor host the site on cloud platforms AWS & Azure?

A46. Yes, and yes. Any hosting should include strict security protocols.

Q47. Is Accessibility a requirement?

A47. Yes

Q48. Are there any specific designs or features that the staff would like to see or include?

A48. This is not determined at this time. Specific design details and features will be discussed once the vendor is selected and the design process proceeds.

Q49. Are there any specific third-party integrations that need to be included? Such as calendar reminders, etc?

A49. Yes, there will be many as is customary for the needs of a school district. Any website vendor that we select should be familiar with the standard integrations, such as PowerSchool, and know how to manage those.

Q50. Should the website be multilingual?

A50. Multi-lingual accessibility will be a consideration. Options will need to be available for translation of content.

Q51. For mass notification, should there be an option for multi-language? If so, what are the required languages?

A51. Yes, multi-lingual accessibility will be a consideration. Options will need to be available for translation of content.

Q52. Would you like another application or mobile app for parents to review their child's progress, schedule teacher/parent appointments and get notification of homework?

A52. Please present your options in your proposal. A mobile app is a standard part of most website packages, and this option will be considered.

Q53. For maintaining & supporting the site, do you require 24/7 support on-call help desk?

A53. Please provide the level of support provided in your proposal. When reviewing proposals, the amount of support will be considered for the final selection.

Q54. How will you make consistent visual designs between the main websites? Would you prefer uniformity across all 57 websites, or you are open to each having a unique user interface (UI)?

A54. As is standard for all organizations, consistent branding will be required. That does not mean that all websites must be identical in all details, but there should be uniformity in branding, which is a comprehensive consideration that goes beyond logos and color choice. Any website vendor that we select should understand these considerations.

Q55. Do you have any technology constraints, or are we free to choose one for compatibility?

A55. * QUESTION FOR IT **** I don't even understand what this is asking.**

Q56. Are looking forward to any specific CMS?

A56. No. Any CMS should meet the needs of the organization, including hosting and functionality, as well as maintaining the security of the data. Any CMS should also be user friendly for a diverse staff.

Q57. How exactly will you make sure that the content is moved to the new website without any interruptions or hitches?

A57. That should be included in the vendor's proposal and be a part of the service.

Q58. What ideas do you have on giving notifications in bulk and how do you make them merge with those already present communication solutions?

A58. Please present your options in your proposal. These would be included among the options we would be considering when reviewing potential vendors.

Q59. Would there be a messaging system/service that has messages sent from Durham County and displayed across all DPS schools on a specified location on their web page, like a blog or current updates, events, etc.?

A59. That should be included in the vendor's proposal and be a part of the service.

Q60. What is the level of integration expected between Durham County and the 57 schools?

A60. The district website and the school websites are linked. The level of integration should be included in the vendor's proposal and be a part of the service. There is no integration with the county, which is a separate entity.

Q61. Do we have to maintain any existing Mobile Application? If so, kindly specify the technology they're built on. Alternatively, are you requesting the development of a new one?

A61. That should be included in the vendor's proposal and be a part of the service.

Q62. Could you provide a detailed list showing the overall project cost, with all possible extra charges included?

A62. That should be included in the vendor's proposal and will be part of what we will be reviewing when selecting a vendor.

Q63. Do you have any other challenges which are not on your to do list but are still associated with the project?

A63. No