



STATE OF TENNESSEE
TENNESSEE STATE VETERANS' HOMES BOARD

**REQUEST FOR PROPOSALS # 32399-01117-EO
AMENDMENT # 1
FOR WEBSITE DESIGN, DEVELOPMENT, HOSTING
AND SUPPORT SERVICES**

DATE: May 16, 2017

RFP # 32399-01117-EO IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE	
1. RFP Issued		May 2, 2017	Confirmed
2. Disability Accommodation Request Deadline	2:00 p.m.	May 5, 2017	Confirmed
3. Notice of Intent to Respond Deadline	2:00 p.m.	May 8, 2017	Confirmed
4. Written "Questions & Comments" Deadline	2:00 p.m.	May 11, 2017	Confirmed
5. State Response to Written "Questions & Comments"		May 16, 2017	Confirmed
6. Response Deadline	2:00 p.m.	June 2, 2017	Confirmed
7. State Completion of Technical Response Evaluations		June 7, 2017	Confirmed
8. State Opening & Scoring of Cost Proposals	2:00 p.m.	June 8, 2017	Confirmed
9. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	June 13, 2017	Confirmed
10. End of Open File Period		June 20, 2017	Confirmed
11. State sends contract to Contractor for signature		June 21, 2017	Confirmed
12. Contractor Signature Deadline	2:00 p.m.	June 26, 2017	Confirmed

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

QUESTION / COMMENT	STATE RESPONSE
1. Can companies from outside USA apply for this? (like, from India or Canada)	Yes, if a company satisfies the RFP requirements, it can submit a response to the solicitation.
2. Do we need to come over there for meetings?	In-person meetings are preferred.
3. Can we perform the tasks related to the RFP outside USA? (like, from India or Canada)	Most tasks should be able to be performed remotely but hosting needs to be in the USA.
4. Can we submit the proposals via email?	No. RFP Section 3.2. sets out the form and content requirements, including the requirement for an original paper document and three digital copies, and instructions for packaging and labeling the documents and copies for delivery.
5. Is there any service provider for similar services currently? If yes, please share the name along with last year's expenditure.	No.
6. Is there any not to exceed budget limit for this contract?	Yes. Pro forma contract Section C.1. sets out the maximum liability of \$30,000 for the five year term of the contract.
7. Does the state have a CMS or technology preference?	We prefer not to have a proprietary system.
8. How many employees will require training on the new CMS?	IT – 5, HR – 5, Marketing – 1, Activities Dept– 4, Executive Assistant -1 (about 16)
9. Will all existing site content be migrated to the new website?	The content that is still current can be migrated. Some content needs to be updated and some added. Photos need to be updated to professional quality.
10. Are there are internal or 3 rd party systems that will be required to integrate with the new website? If so, can you please provide additional details?	Yes, integration with payment site for donations.
11. The RFP discusses language translation options. Is the state seeking an automated translation tool? Or will the state provide translated content?	Yes, the State is seeking an automated translation tool.
12. Can you provide details on the current calendaring functions used by Activity Department staff?	Word, Excel, OR Publishing.
13. Can you provide additional information on how 360 video would be used?	It would be placed on the site and/or social media to give a tour of the TSVHB facilities for prospective residents.
14. Can you describe the current career posting process? What is the vision for the process on the new site?	<p>Current - HR completes a job ad in Word and emails it to the help desk. IT logs into some freeware WYSIWYG website authoring tool and publishes the ad in an Access 97 data base. HR sends in a helpdesk ticket to have the job edited and/or removed.</p> <p>Vision – HR logs into the site, can post job ad, edit job ad, and remove job ad.</p>

QUESTION / COMMENT	STATE RESPONSE
15. Can you describe the current process used to apply for a job? What is the vision for the process on the new site?	<p>Current - In addition to other systems like Indeed, prospective employees that view our site can click on the Employment page. Once on the Employment page, they can click on a link for Benefits or Current Opportunities. Current Opportunities lists the position, title, type and status of each open position. They can click on the position for details. On the details page, they can email a resume to the HR Manager for that position's location.</p> <p>Vision – same function but where HR Managers from each location can add, edit and remove their own job postings without needing IT to do it for them. Increase SEO for jobs available.</p>
16. Is the state looking for video production services as part of this project or will all videos be provided to the selected vendor?	No. Videos will be provided to the selected vendor.
17. Are you looking for ongoing SEO and SEM management services?	Yes.
18. Will each location require a page within the main website? Or is the vision for each location to maintain a separate website?	Yes. Each TSVH facility will need to have its own page within the main website.
19. Have you identified any websites you like the look and feel or design of?	Nothing specific, prefer to have a patriotic, American, USA site that honors veterans and their service.
20. When you say references cannot work for the state, are you referring to the state of Tennessee or any state?	RFP Attachment 6.2. Section B.17. refers to current and former employees of the State of Tennessee.
21. What level of support and on-going maintenance are you looking for?	We would like for each HR Manager to be able to manage jobs postings, each Activities Manager to manage the calendar for their location, the Executive Assistant to be able to manage meeting announcements and board member info and the Marketing Manager to be able to manage social media. When something doesn't work, breaks or we need help updating something is when we would anticipate needing support. The site needs to be kept up to date with current behind the scenes technology such as browser compatibility and SEO optimization.
22. Do you have any service level expectations for response time in regards to the on-going support?	2-4 hours
23. Will the selected contractor be responsible for creating the copy for the Web site?	Generally, copy will be created by TSVHB staff alone or working with the contractor's staff.
24. With regard to hosting and infrastructure, how many environments are required? We assume minimum Dev, QA, Production & DR environment for the system are needed. Please suggest if any other level of environment is needed.	What you have listed here should suffice.
25. Section 1.1 Statement of Procurement purpose talks about need of language translation. Can you please elaborate more on this requirement? What	See response to question 11 above. The TSVHB is required by Section 1557 of the Affordable Care Act to make certain

QUESTION / COMMENT	STATE RESPONSE
all language needs to be supported by Site? Or might need support in future? Is it expected for site to provide some tool to allow user to translate text?	documents/information available in languages other than English. While this requirement is not specifically mandated for the website, to the extent possible, the TSVHB would like to make the content on its website available to potential residents and employees in languages other than English.
26. There is a requirement to provide capability to make donations. Is it OK to integrate with any payment site or this data needs to be tracked with database and systems with website to track who donated and what amount donated?	Yes, integrate with payment site.
27. What kind of roles are planned in system? Do we need a Custom Login page for end users, employee and maintain their profile in some LDAP or Directory server or Database?	No, not at this time.
28. Are you expecting a User Interface as part of new website which is accessible to admins or selected employees and allows them to see overall statistics of usage?	Yes.
29. What do you expect system to support? Is it same like current site where jobs can be posted with a PDF Job Description and a detailed page or this needs to be more dynamic where Jobs are posted, people can register, create profile and apply to job and track status, at the same time hiring managers can manage applications? Are you OK with any third party website to use in case if the requirement is on managing entire recruitment lifecycle?	We want HR to be able to add, edit and remove job postings by logging in to the site. Nothing dynamic is required so no third-parties should need to be involved.
30. With regard to facilitating emergency communications to staff, can you please elaborate more on this requirement? Is this communication just through website and some kind of Alert driven from Content? Or this is more than that and involves some kind of messaging like email, SMS etc to all staff?	We would like to have the ability to add, edit and remove a scrolling banner by logging into the site from a PC or a smartphone to alert staff of an emergency. The ability to email and or text this information would also be helpful.
31. We see that current website uses some third party calendaring systems. Do you still need this feature? If so what level of functionality is expected? Is it same as given in current site to allow users to add a calendar event, show it in calendar view and allow a detail view? Do you need Advance capabilities like custom forms with ability to categorize events, provide ability to define recurrence, add attachments etc?	Each Activities Manager needs to be able to manage calendars for their facility. A detail view would be helpful. No advanced capabilities needed.
32. Are there any requirements around Dynamic forms where user is expected to fill out data and the data to be stored in to backend systems?	If any forms such as employee or customer satisfaction forms are added they could just be emailed to a recipient and not stored in a database.
33. How many content authors, content managers, and administrators do you need to have trained?	Approximately 16.
34. With regard to the requirement to support file storage and management for meeting notices, RFPs, news, calendar, photos, videos, other documents and information, what is maximum file	The current site takes up about 2GB but we anticipate adding a lot of photos and videos.

QUESTION / COMMENT	STATE RESPONSE
<p>sizes need to be supported? Also is it possible to get overall sizing requirements around these files? Example based on current system.. Overall size of the file system which stores these files? Or future requirement?</p>	
<p>35. The requirement to market veteran long-term skilled nursing care and related services to veterans, spouses of veterans, gold-star parents and non-veterans who meet the eligibility criteria in current and future locations, indicates that content needs to be targeted based on user location and user types, How does system identify user types like spouses of veterans, Gold Star Parents, etc.? Does that mean users will be allowed to register to new site, create their profile and login as opposed to existing site where there are no login functions?</p>	<p>The current site does not identify user types. Users should not have to login and register. Prospects should be able to request information or an appointment though.</p>
<p>36. Do you have an existing relationship with any agency in regards to the requested scope of work? If so, is there anything you're unhappy with regarding the current agency/agencies?</p>	<p>No.</p>
<p>37. What weight (if any) is given to locally operated businesses?</p>	<p>No specific weight is assigned to where the contractor is located. The primary consideration is the contractor's ability to provide the services requested in the RFP.</p>
<p>38. Can you share website traffic data, engagement data and other marketing reports with us?</p>	<p>That information is not available at this time.</p>
<p>39. Does the scope of work include the development of copywriting services or will content be provided by TSVHB?</p>	<p>See response to question 23.</p>
<p>40. Will TSVHB provide photography assets or will the scope of work require inclusion of costs to obtain photography?</p>	<p>See response to questions 16 and 23. Photos and videos will be provided to the contractor.</p>
<p>41. Must the site development meet all three WCAG 2.0 levels (A, AA & AAA) accessibility guidelines for launch? Is 508 compliance required?</p>	<p>Section 508 compliance is preferred.</p>
<p>42. Do you currently have vendor responsible for online donations? If so, can you please share the company name and if they will continue to provide processing services. If not, can you please provide more insight into your requirements to accept online donations (merchant account, payment gateways, etc.)</p>	<p>No.</p>
<p>43. What is TSVHB currently paying annually for website hosting? What can you tell us about the hosting pricing structure?</p>	<p>The current site is hosted on premise.</p>
<p>44. Does TSVHB require SSH / FTP level access to the server hosting the website?</p>	<p>Yes, if required to perform required functions on the site.</p>
<p>45. What was the approved budget for the last website build?</p>	<p>The current website predates current TSVHB staff and is not known.</p>
<p>46. What is your budget for this project? Do you have an acceptable budget range? We ask this specifically to ensure that we're aligned with regard to the level of effort required to build a successful website deployment, based on our experience. We put a lot of thought and effort into</p>	<p>Pro forma contract Section C.1. sets out the maximum liability of \$30,000 for the five year term of the contract.</p>

QUESTION / COMMENT	STATE RESPONSE
our RFP responses, so we just want to make sure we're in the same ballpark.	
47. Item B.17 indicates reference forms should be provided in sealed envelopes (p.20). The RFP also indicates, "References that are not completed as required may be deemed non-responsive and may not be considered." Insofar as bidders will not have the opportunity to review customer submissions, and might be disqualified in the event that a reference fails to respond in expected format, are bidders permitted to provide a 4 th reference, to be used as a backup? The State could then simply consider the first three that are deemed complete.	Please note that Attachment 6.2. Section B.17. requests a total of five references, two from similar accounts and three from completed projects, although the same individual may provide one reference concerning a similar account and another regarding a completed project, as long as the five references are from at least three individuals. With regard to providing additional references in case one is not favorable, Section B.17. also states that "[t]he State will not review more than the number of required references indicated above." However, "the State reserves the right to confirm and clarify information detailed in the completed reference questionnaires, and may consider clarification responses in the evaluation of references."
48. Item B.17 indicates that references cannot be "State employees" (p.20). Please just confirm this means references cannot be present or former TN employees (vs. present or former employees other states).	RFP Attachment 6.2. Section B.17. refers to current and former employees of the State of Tennessee.
49. Item A.5 requests a credit letter (p.16). Our normal practice in response to such a request would be to provide a full D&B report. Please confirm this will be acceptable.	RFP Attachment 6.2. Section A.5. requires the provision of an official document or letter from an accredited credit bureau, verified and dated within the last three months and indicating a satisfactory credit rating. A full D&B report should satisfy this request.
50. Item B.15 addresses the vendor's commitment to diversity (pp. 19-20). Please clarify: a) Please specify any applicable minimum contracting goals/objectives for the respective diversity business categories (i.e., woman-owned, minority-owned, small, service disabled veteran, etc.) b) The RFP merely seems to indicate that evaluation "will recognize" use of diversity businesses. What percent of the total evaluation score will does use of diversity vendors represent?	The TSVHB has no specific minimum contracting goals for the respective diversity business categories and there is no specific percent of the total evaluation score attached to this item.
51. Item C10 asks how the Respondent would "structure" a secure, HIPAA compliant web page (p.22). Please clarify the type of response that the State would like to receive. Is the State looking for a sample visual layout? Or is the state merely looking for a basic explanation of the technical architecture of such a web page? Or is this a question about compliance practices? Or something else? What is meant by "structure" in this case?	The State is seeking a basic explanation of the technical architecture of such a web page that demonstrates the Respondent's understanding of HIPAA requirements.
52. Item C11 asks the bidder to describe a proposed "structure" for a secure web page that would	The state is seeking a basic explanation of the technical architecture of such a web page.

QUESTION / COMMENT	STATE RESPONSE
accept donations.” (p.22). Please clarify the type of response that the State would like to receive. Is the State looking for a sample visual layout? Or is the state merely looking for a basic explanation of the technical architecture of such a web page? Or something else? What is meant by “structure” in this case?	
53. Items C.10 – C.17 seem to be describing prospective functionality for the solution (pp.22-23). Should bidders assume that all of these items are to be included in the priced scope? (i.e., HIPPA compliant eligibility determination functionality, donation functionality, multi-lingual/translation functionality, job board functionality, calendar functionality, 360 video functionality, social media integration, and SEO/SEM)	Yes.
54. Please clarify the State’s needs surrounding 360 video. Does the State have a particular service in mind?	See response to question 13. No particular service is in mind. Could be as simple as Vimeo video. Example: Life Care Centers of America has a good virtual tour video.
55, With regard to the legacy content: a) Approximately what percentage of the legacy pages are merely html, created in an ad hoc manner? b) Approximately what percentage of the legacy pages are using a standardized format and layout, such that they can easily and consistently mapped to CMS content types? c) Is there any current separation between content and presentation (e.g. content is in a separate database)? d) Please describe any intentions to convert legacy files (ex. pdfs, word files, excel files, etc.) to html	Unknown.
56. With regard to the content migration needs of the project: a) We have run some scans of the current TSVHB site. Please confirm that less than 500 pages and files will need to be migrated to the new platform? b) Will the vendor be responsible for page migration, or does the State wish to have its own personnel handle the migration? (Migration training could certainly be provided.) c) Will old/historic/passed calendar events need to be migrated from the legacy site? d) Will other historic pages, like meeting notes and minutes, need to be migrated, and if so, would a library of PDFs be a reasonable alternative to html migration?	a – should be less than 500 b – yes c – yes d – yes and yes (if available)
57. Does the State prefer an Open Source solution (as opposed to one that is proprietary)?	Yes.
58. Please describe any workflows that the state would like to have implemented within the system.	To be determined.

QUESTION / COMMENT	STATE RESPONSE
59. Item C.12 addresses multilingual functionality (p. 23). We understand this to mean that the finished solution might need to have the capacity to accommodate pages and presentations in languages other than English. Please confirm that actual language translation services will not be deemed part of the scope of the contract.	See response to questions 11 and 25.
60. The current TSVHB site seems to provide access to RFPs. Please clarify any requirements that might surround RFP posting and management.	The official website for posting RFPs released by the State of Tennessee is the State website. TSVHB IT staff post TSVHB RFPs on the TSVHB website as a courtesy upon request of the Solicitation Coordinator. We would like to continue that practice.
61. Please describe any special website functionality that will be oriented towards residents of TSVHB properties.	Availability of website content in languages other than English and Section 508 compliance is preferred.
62. Please confirm that all work must be performed within the United States.	See response to question 3.
63. Please specify the State's target date for sending the new site live.	As soon as possible.
64. With regard to training: a) How many users will need to be trained? b) How often should bidders expect that there will be new users who might require follow-on training? c) Does the State want the scope of proposed training to include anything more than basic content production, administration, and maintenance? If so, please specify any additional training topics that will need to be addressed.	a – approximately 16 b – a couple a year c – As stated plus management of stats and social media.
65. With regard to the cost proposal (p.24): a) Please clarify the significance of the "Evaluation Factors." How were they derived, and what do they represent? b) It seems like the state is trying to use a formula to weight the individual cost factors, but we note that the units of the respective factors are different (per unit, per month, per year). This will make accurate comparisons and calculations difficult, if not impossible. We would instead recommend that all line items be converted to total costs over the entire five-year contract period. We believe this would make it much easier to compare and sum-up the line items.	The cost factors represent the portion of the maximum liability the State estimates each item will cost.
66. We would like to request that the State please clarify a reasonable Not-To-Exceed threshold for the project, or at least a realistic project price range. While we do certainly acknowledge that the State might be hesitant to disclose this sort of information, we would remind the State that marketing and website projects can vary extremely widely in terms of sophistication (anywhere from \$1,000 to more than \$1,000,000). We believe the case of one recent website	Pro forma contract Section C.1. sets out the maximum liability of \$30,000 for the five year term of the contract.

QUESTION / COMMENT	STATE RESPONSE
<p>procurement in New York might prove instructive in this regard. One of the State's largest counties solicited and received bids, only to discover that there was just one vendor who submitted a quote within their price range. The situation probably could have been avoided, if the customer had merely responded to vendors' initial inquiries about budget. To avoid a similar situation, we would think it would be in the State's best interest to solicit realistic bids exploring the realistic alternatives – rather than letting vendors guess broadly at prospective size and scale. A better sense of the budget would definitely enable bidders to make practical decisions regarding the proposed scope of services. Moreover, we believe that disclosure of a budget (or range) could certainly still be accomplished while maintaining the understanding with vendors that cost-effectiveness will still undoubtedly rank among the foremost considerations during bidder evaluations — such that it will still clearly behoove every contractor to bid as aggressively as possible. We hope the State will give this request serious consideration.</p>	
67. Will there be workspace and office with equipment provided?	No
68. Will Contractor work remotely?	Yes. There is no space on site except for meetings.
69. Will Contractor require Common Access Cards for DoD IT systems/ area log-in/ access to access locations requiring training for staff?	No.
70. Will background clearances be required due to HIPAA/PII/PA information transmission to and on servers/application?	Unknown
71. Will your staff members require Administrator privileges in environment? (If so, we must provide training and their signature acknowledging awareness.)	Yes, IT will need administrator access. Other functions such as HR or Activities will only need access to their function.
72. How many separate websites with unique website designs do you desire?	One website with a separate page for each of our four facilities.
73. What is the total number of sub pages (webpages in a website other than the homepage) that you require for all websites total?	To be determined but similar to what when have now
74. How many interactive forms do you require, and how many questions/form fields do you require in total for all forms?	To be determined
75. How many separate website hosting accounts do you require?	As many as needed.
76. Regarding the social media integration and search engine marketing, how many separate social media accounts do you need (Facebook times the number of locations, plus Twitter times the number of locations, etc.)?	Separate Social Media Accounts – Currently we utilize 2 social media platforms, Facebook and Twitter. Current accounts/pages represent one account for all locations. No need for separate social media accounts for each location. Capability to have other social media platforms preferred (example, LinkedIn, etc.) and without multiple accounts under platform.

QUESTION / COMMENT	STATE RESPONSE
	All locations under one account.
77. Do you require custom animation such as a slideshow; and if so, how many total animations do you require?	No.
78. Do you have a preference regarding what type of content management system (CMS) you would like included?	We prefer not to have a proprietary system.
79. Are you able to disclose a preferred budget range?	Pro forma contract Section C.1. sets out the maximum liability of \$30,000 for the five year term of the contract.
80. Attachment 6.2, section A.4 requests two current positive credit references from vendors. We are a debt-free company. Are you simply asking for statements from vendors or outsourcers stating that we have done business with them and have paid them in full?	Yes.
81. Attachment 6.2, section A.5 requests a letter from a credit bureau. Even though we have been in business for 17 years, since we are a debt-free company, we will not have a credit bureau rating. What do you suggest as an alternative?	There is no alternative to this mandatory requirement.

3. **RFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.