

ADDENDUM #2

Quotations for Small Procurements
Website Development
Solicitation No. 2025-6801

Originally Issued March 13, 2025

Addendum 2 – Issued March 26, 2025

To Offerors:

The following additions, deductions, changes and corrections to the proposal and specifications for the above referenced project shall hereby be incorporated into the work, and their affect on the proposal shall be reflected in the Offeror's proposal. Offerors shall also verify this fact by indicating the receipt of the addendum in their proposal.

CHANGES:

Requirements for Automobile Liability Insurance and Umbrella Insurance coverages are removed from the QSP.

QUESTIONS:

1. Is there an incumbent agency? **No.**
2. Are you satisfied managing your current website with Drupal? **No.**
3. Have you worked with digital agencies that specialize in Drupal before? **No.**
4. Will you have a team member who will be actively involved throughout the project? **Yes.**
5. Will you have a team member available for questions and feedback during the project who can respond in the same day? **Yes.**
6. Does your organization have an overall digital strategy? **Yes.**
7. Is this website a key part of the digital strategy? **Yes.**
8. What is the allocated budget for this project? RFP indicates that it is \$75K, does that include hosting and maintenance support, or just the initial build and deployment? **The \$75,000 includes all hosting and maintenance fees as well as additional applications. It is the maximum allowance to spend.**
9. If not, are we allowed to add additional annual Hosting & Maintenance Support fees on top of the \$75K? **No.**

1627 WESTERN AVENUE, CINCINNATI, OHIO 45214

Phone: (513) 333-0670 Fax: (513) 977-5606 TDD: (513) 977-5807 Website: www.cintimha.com

Equal Opportunity Employer, Equal Housing Opportunities

10. Who designed and developed the current website? **We do not have that information available. It was developed in 2013.**
11. If there is an incumbent provider, what challenges or gaps have led to considering other design and development agencies? **There is a current hosting provider, but we are looking for a CRM that can encompass all- development, hosting, maintenance, and support.**
12. You are currently using Genesis Framework by StudioPress. What do you not like about it? **Several items not able to be updated. It does not offer ability to update for ADA purposes.**
13. Could you clarify how the RFP was developed? Specifically, were any external consultants or vendors involved in drafting or providing guidance on its content? **No external consultants or vendors were involved in drafting or providing guidance on the development of the RFP. It was developed based on the current needs of the agency.**
14. What was the cost incurred for the design and development of the current website? **This information is not available.**
15. What is your current annual spend on hosting? **Approximately \$2,000 including plugins.**
16. What is your current annual spend on support? **Less than \$500 on average.**
17. Can you elaborate on the current challenges with the site? **The need for more drop down menus for easier navigation, need for up-to-date ADA compliance, user friendly on content updating end, better user-friendly layout to audience, ability to add videos to site, better calendar (more user-friendly to add events), social media integration with site.**
18. Do you need the vendor to provide hosting services as well? **Yes.**
19. If so, what are the expectation for uptime guarantees? **Industry Standard 99.9%.**
20. Do you need the vendor to provide maintenance support for ongoing bug fixes and minor enhancements? **Yes.**
21. Are there any specific mobile device types or OS versions that must be prioritized? **The most up-to-date versions.**
22. Do you need integration with any third-party applications? **Yes.**
23. Do you require API level integrations for any third-party applications or is it just hyperlinking? **Yes, a rent calculation developed by a third-party integrated.**
24. What specific metrics and KPIs are being used to measure website success? **Using Google Analytics – visitors (unique & returning), pages per session, pages most visited, session duration, traffic sources, and CTR.**
25. Do you have an internal technical team responsible for website development? **No.**
26. Do you have any specific design preferences (websites you like), or are we free to create a modern UI? **Specific design preferences.**
27. Is original content creation expected within the scope? **No. A transfer of information will be essential.**
28. How many users are required to be trained? **5-8 for content updating.**
29. How frequently does site content change? **Daily.**
30. What is the total number of pages currently? More specifically, how many templates do you have currently? **Estimated 200 pages.**
31. Can you share website traffic statistics? How many visits per year, average monthly page views etc.? **About 4,000-6,000 per day on average.**

32. Do you have a preference for CMS? Do you prefer to stay with WordPress and optimize it to meet your requirements? **We prefer to move away from WordPress and are open to other CMS options.**
33. Is there a preference for where the vendor resources are located, US vs Offshore vs Hybrid? **US is preferred but not required.**
34. What key elements of branding or visual identity are crucial to retain? **We will supply branding elements and other items significant to the agency.**
35. Are there any hard deadlines or significant events driving the schedule? **Yes. We will agree on a specific deadline with the selected contractor.**
36. Where will assets like photography, video, etc. come from? Is there an existing content library for photos or videos? **The Communications Department will supply all of the photography, video, branding, and other agency elements.**
37. Do you expect audience research and user testing to be a part of this project? **Yes.**
38. Could you briefly describe the existing personas in place for your primary target audiences? **The personas are based on the current demographics of the agency's audience – resident, voucher participants, landlords, and stakeholders.**
39. in QPC, 12.3, Automobile Liability Insurance, since a large majority of the work is conducted remotely, is automobile insurance required? **This has been waived. See above.**
40. Is an Umbrella Policy required, if we have all other insurances stated in 12.1, 12.2, 12.3 and 12.4? **This has been waived. See above.**
41. Section 8.0 Public Record of the RFQ states “the contractor shall submit one hard copy and one electronic copy of its proposal and other submissions,” however the Cover Page states that submissions must be electronic by email. Please clarify if a hard copy is required via mail. **Only one electronic copy is required.**

END OF ADDENDUM TO DATE 3/26/2025