



Emergence Health Network

El Paso Center for Mental Health/Intellectual Disabilities

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ADDENDUM

To: All Interested Proposers

From: Luis Cervantes

Date: August 7, 2015

Subject: **Content Management/Web Services RFP #15-016 Addendum I**

This addendum includes responses to all questions submitted.

Any questions or additional information required by interested vendors must be emailed to bidquestions@ehnel Paso.org before the above deadlines. RFP number and title must be on the "Subject Line" of the email. Attempts to circumvent this requirement may result in rejection of the proposal.

Preproposal Conference

EHN Web/CMS

What do you want out of the website?

I want it to be more than just an online brochure – we need more images and video and for it to be more interactive. We want to use video to show our community event and for example tours of our clinics. Plus – we (designated staff such as myself) to have the capabilities to post this information and eventually we would like to incorporate a mobile app that can relay information to the public.

How many EHN people would you need to work the CMS?

About five

Is there a budget range?

We don't have a set range

Once up and running how much support do you need?

For day to day posts and operations – we don't anticipate that we would need many hours – obviously the training we get from you would factor into that. We do know however that any major change or addition to the site would require your guidance.

Would you need the site in Spanish as well?

No we don't believe we are there yet, but yes, initially we would like to have a page with our main service information on it in Spanish.

How much of the existing information would be on the new site?

We would take the existing text and tweak it a little.

On the RFP it suggested that you want the site up in a time period of three months after work is started on that?

Is that reasonable?

That time is ok

Would you all be interested in search engine optimization?

I guess we need to look into that because that would be helpful once we start our substance abuse services -- that is where we need some consultation from you all too – let us know what is working, what would work better. You all are the experts.

How would you describe the functionality?

We need to focus on our service areas, which are mental health and IDD services (intellectual and developmental disabilities) – this is the place where the public can go to learn more about our services and we are so far reaching so it's a lot.... but we also want to use the web as a promotional opportunity to inform the end users of our events and everything we do and we know visuals are good for that.

What would be the drawbacks of the current system or CMS ?

Current system is more of a "online" brochure – we like more images, "clinic tours" – "Mental Health Minute Video" – etc....

Do you have any creative company in mind to develop PSDs for the new website or the selected vendor will develop PSDs ? If yes, is there any Style or branding guide available based on which the site needs to be

designed ? We currently have a company responsible for logo, brochures, etc.... would us that current branding

Are we going to have any payment gateway setup in this website ? No if yes, to which functionality Payment Gateway will be integrated ? N/A

Is there any Payment Gateway integrated with the current system ? Can you specify which Payment Gateway is integrated ? N/A

Are you open to any other Payment Gateway integrations recommended by the selected vendor ? N/A

Are we going to use any third party vendor for Newsletter sign up like active campaign, constant contact ? Do you need recommendations from the selected vendor ? No

Is the current website is integrated with any CDN ? (Ex: Amazon S3 Bucket) No if not, do you need recommendation from the selected vendor to choose CDN? No

Is the current website integrated with any other third party applications? No If yes, please specify the list of applications that are going to retain for the proposed system.

Are you open to any other 3rd party integrations recommended by the selected vendor? Yes

What features from the current website would you like to retain?

The majority of the content (text) will remain

Also, what are the issues that you think is with the current website or that which is constantly complained about by the site visitors?

We would like more images, video, interaction capabilities to explain array of services.

Are there any additional features that you feel is absolutely imperative for the new website, apart from the ones mentioned in the RFP?

No

For updating contents via the CMS backend, are there any role based workflows that you envision? i.e. Do you have a desired workflow for content publication with roles like content creators, content approvers etc. Would you like to have an approval chain set up? Yes there will be designated EHN Employees assigned to different web functions (content publication) No don't need chain set up

Would you be open to share GA (Google Analytics) reports with us in order to analyze traffic flow and trends? yes

Do you have any hosting provider in mind or you need recommendations for selecting an hosting provider ? open

Can the work be performed off-site with some on-site meetings? Yes

In RFP, it is mentioned that "Web site needs to have secured (authorized access only) areas for data". So, no content would be visible for any end users? Only authenticated user (User have login) can see the

contents? Secured website would be for email lists for possible creation of future newsletter – if send user wanted to sign up for newsletter

We found contradictory information. Can you please confirm which statement is correct?

Sorry for confusion -- correct request is the one on page 2 - not page 8 -

Page 2: "Please submit one (1) original copy and two (2) CD copies in Word/PDF Format of your bid. CD copies must reflect the original hard copy."

Page 8: "The proposal packet must include 1 copy of the proposal. 2 electronic copies within the packet as well."

What is the nature of the data? Who will be accessing it, and how does it need to be accessed?
"Web site needs to have secured (authorized access only) areas for data."

This would be for a future newsletter -- that is not a function we currently have but would eventually like to get to --- the secured data would be the emails of the individuals wanting to sign up to receive the newsletter.

The statement below is open-ended. It is difficult for us to provide an accurate estimate without knowing the full functionality. Should we provide an estimate based on functionality listed and consider additional functionality identified during the investigation as addendum work?
"To provide additional functionality to the site as required."

The future newsletter is a example of the "additional functionality" -- added features that are needed to launch the re-designed web but that we may want to add -

Is the statement below describing an Employee/Patient Portal? Can you provide additional information?
"Security features, completely contained within the website infrastructure, and not reliant on network security or peer-to-peer connectivity that will, at a minimum, allow access to different sections of the website by users with permitted access."

This refers to different designated EHN employees who would have duties/access to certain functions of the website -- for example one employee may be responsible for posting content and video while another will only be responsible for posting our meeting agenda's (as required by law)

Can you clarify the statement regarding refreshing design elements? What elements do you foresee being refreshed? Will these services be completed as addendum work or through a maintenance agreement?
"Services such as refreshing the design elements, updating of technology in the website design, engineering, search engine optimization, content management and other elements associated with the website."

Refreshing design would include placement of tabs/information on our services to be more user friendly and include images such as pictures of our clinics - we would also like to include a video tour of our clinics - video capabilities to post video of our community events -- we would like to develop a "mental health minute" which would be a one minute video - changed out maybe monthly we would like to share success stories of our consumers who have received our services -- Quick reference area with links to other mental health resources --

Is the timeline flexible? Would you consider a phased launch? Our process begins with a thorough investigation to fully understand the market and client needs. Then we move forward with the design and programming. We have found that a 3 month timeline for similar projects yields a product that is not well planned/designed/built.

Entire project will be completed within 3 months:

"The vendor will be expected to complete the entire project scope within three months of the award"

We would be open to expanded completion time line

Thank you for your interest in this solicitation.