KCHA Website Platform Migration and Redesign RFP

Addendum No. 1, published January 16, 2025.

This addendum contains an updated timeline and combined questions and answers.

Updated Timeline

Changes in **bold**.

PROPOSAL INFORMATION	
Proposal Name	Website Redesign
RFP Opens	December 10, 2024
Questions for KCHA due by	January 10, 2024
Addendum #1 Published	**January 16, 2025**
Submission Deadline	January 29, 2025
Evaluations Completed	**February 28, 2025**
Vendor Selection	**March 7, 2025**
Primary Contact	Anne Martens, SVP of Communications annem@kcha.org, 206-902-7181
Submit Proposals by Email	annem@kcha.org

All proposals will be reviewed after the submission deadline

As noted under Selection Process on page 18 of the RFP, the panel may request additional information, clarification, interviews, or presentations prior to making a final decision. This process will take place prior to February 28, 2025.

Dates are subject to change at KCHA's discretion. If dates change, an addendum RFP will be published.

Combined Questions & Answers

This document includes questions submitted to KCHA by the published deadline for questions on January 10, 2025, and the answers provided to the requestors. If any answers in this document are different than the answers previously received, the answers in this document supersede the previous responses.

Budget and Timeline

Do you have an ideal budget range for this project as a whole? KCHA is intentionally not providing a budget range in advance. Instead, we expect you to provide a bid that covers the reasonable costs of the work you propose. We are confident that we have sufficient budget for this project.

While complying with a not-to-exceed budget, does KCHA have a preference for the work to be billed as time and materials or as fixed cost per phase, milestone, deliverable, etc.? Preference is for cost per phase, milestone or deliverable.

What was the annual budget in 2023 for hosting and maintenance support? Hosting = $1,200, CMS = $3,000, Support = variable based on need.

What is the anticipated gap to project start from the date of vendor selection? Work should begin as soon as possible after vendor selection.

Are you expecting to launch the initial version of the site with all of the Tier 1 and Tier 2 requirements? Are there other requirements that should be included at launch? All of the Tier 1 requirements must be included at launch. It is preferred that Tier 2 requirements be included as well. Milestones and a launch schedule can be negotiated.

Can you elaborate on the expected milestones and key deliverables within the two-year contract term? We expect work to proceed without delay and at a reasonable pace; specific timelines and milestones can be negotiated at vendor selection.

Do you have expectations for launch timing? No hard deadlines, but we expect work to move forward without delay. Milestones can be negotiated.

Does KCHA prefer a phased rollout of the redesigned website, or should everything go live at once? We are open to recommendations.

Are there any other microsites or system we need to consider in scope? No. kcha.org is the only site in scope.

What was the budget for the last website redesign & development effort? $90K in 2011.

Is it possible for the submission deadline to be extended? Unlikely, unless there are no qualified submissions.

Location

At what point would we need to become licensed to do business in the State of Washington? We would need a valid Washington State business license before the contract is executed.

Are there any requirements or limitations on the location for where aspects of the work is performed? In other words, could our dedicated teams include near-shore and off-shore consultants during certain phases of the project? No limitations on location of work so long as all contractors meet all HUD requirements and all requirements for doing business in the state of Washington.

Is there a preference for any of the leading consultants to be onsite? If so, which roles? No preference.

Are there requirements for KCHA provisioned hardware to be used? No.

Are there requirements with respect to the geographical location of data? We require all data to reside in the United States, as well as backup data and disaster recovery locations. All data remains subject to the Washington State Public Records Act.

Are there any geographic constraints on where the support team is located? No.

Can the work be performed remotely? Yes.

The RFP states "Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:XIII." We would like to verify that the CFC rating provided by our insurer as AM Best A (Excellent) adequately addresses this requirement for KCHA's purposes, correct? Correct. For insurance purposes, an A.M. Best rating of 'A' meets our requirements.

SEO & Analytics

How many pages are on your current website? ~ 500.

Can you provide total visit numbers for the website for the past year? kcha.org generated 1.58 million page views between Dec. 27, 2023 and Dec. 26, 2024.

Are there any peak periods of traffic that occur at set times during the year? (Seasonal events, promotions?) Peak usage only occurs during the opening of the Section 8 voucher waiting list lottery application period, which typically happens once every two to four years. Peak usage typically lasts between 15 minutes and 30 minutes when the application opens, then falls dramatically. For the most recent application (in Feb. 2020), kcha.org saw a max of ~1,000 concurrent connections for a few minutes, which had fallen to ~400 concurrent connections roughly 15 minutes later.

Are there any performance expectations in terms of page load time and server response time? Average response time is currently 738 ms. Page load time data isn't currently tracked. The new CMS should offer performance enhancements.

Is caching required/do you use or plan to use a CDN (content delivery network)? Caching is currently used only at the CMS level, the current site does not use a CDN.

Have you conducted any SEO audits or optimizations for your current website? No.

Do you have defined SEO goals (e.g., increasing traffic from specific regions or audiences, improving rankings for specific keywords)? No. The kcha.org website is nearly 25 years old and has the top search engine results ranking for nearly all key terms in its geographic region. When the website was last redesigned in 2012, the URL structure changed, and the old URLs were automatically 301 redirected to the new structure to preserve search rankings and prevent backlinks from breaking.

What tools do you currently use for SEO tracking and analysis (e.g., Google Analytics, SEMrush)? We do not currently have a metrics or analytics tool, so no SEO tracking and analysis is currently being done. We will consider vendor recommendations.

What specific metrics and KPIs need to be included in the analytics dashboard or periodic reports? It depends on what is available.

Should the site integrate with tools beyond Google Analytics, such as Heatmap or user behavior analysis tools? We are open to recommendations.

Can KCHA IT handle Google Analytics config on the new site? Not initially. We will be looking to our vendor to provide this configuration. Depending on the platform selected and the level of technical skill required, we may have our internal team manage this post-implementation.

Project Management & Collaboration

Is there an incumbent competing for this project? No.

Please describe your current website team. What are their primary skill sets? The website is currently managed by a contracted sole proprietor (one person) outside of KCHA's IT and Communications departments. This migration is meant in part to bring the management in house.

Who supports the current site? Lionheart Union.

For your current site, did your internal team build it or did a vendor? If the vendor, who was it? Vendor Lionheart Union.

Is there any circumstance where KCHA would split the scope and award more than one vendor? Our intention is to award one vendor; subcontractors are allowed. We have not discussed splitting

the scope and award.

What level of involvement and availability can KCHA's IT department provide throughout the migration and redesign process? KCHA IT will be engaged and involved from system selection to implementation and will provide ongoing support. The IT Team has a team of four Management Systems Analysts that supports KCHA's enterprise applications. This newly formed team will take on the responsibility of providing technical support for the new content management system.

Will a dedicated point of contact or a steering committee be assigned to provide feedback during the development process? The project will be co-managed by KCHA's Communications and IT teams, and each team will provide a dedicated point of contact. Both will report up to the CEO and the Executive Leadership Team.

What are your preferences for collaboration throughout the project? How involved do you want to be in the process and learning about the project approach? The project approach should be described in the proposal. The level of collaboration may depend on the approach and on staff availability, but at minimum the Communications SVP will dedicate a significant amount of time.

How many stakeholder groups are there? How involved in the project do these stakeholder groups want to be? External stakeholders include all end-users, such as residents, voucher-holders, landlords, and business partners. Internal stakeholders include the Executive, Communications, IT, Resident Services, Subsidized Housing, Housing Choice Vouchers, Customer Service and Business/Procurement teams. The proposal should consider stakeholder engagement.

Who are the key internal stakeholders and / or functional leads from the Housing Authority that will be involved in this initiative? Internal stakeholders include the Executive, Communications, IT, Resident Services, Subsidized Housing, Housing Choice Vouchers, and Business/Procurement teams.

What other 3rd parties (in addition to Yardi and KCHA's IT) must we take into account during the redesign, build, test, and migrate efforts? End-users.

Will you require a Deliverable Expectation Document (DED), and what is the process for reviewing and approving deliverables? Require no, prefer yes.

Are the landlord and customer portals out of scope? Yardi will take over landlord and customer portals, so they are out of scope.

Will external users need to authenticate the site? It depends on the solution recommended

Can you elaborate on "Coordination with conversion to Yardi housing management software."?

Yardi is property management software expected to go live in spring or summer of 2025 and will take over some of the functions of the existing website. Project managers should understand that this is happening on a parallel track in IT and that they may need to coordinate regarding staff time and resources. Maintaining and renewing software and hosting applies to the CMS and web host only; Yardi software/hosting will be managed separately.

Is your team familiar with Agile methodologies, where work is conducted in sprints and tasks are refined and prioritized on an ongoing basis throughout the project? We have some familiarity with Agile, more so on the IT team than on other teams.

Technology Stack, Databases & Integration

Is KCHA open to suggestions for hosting providers? Do you have a preference for on-premises, cloud-based or SaaS? We are open to suggestions. Cloud-based is preferred.

Can you provide documentation for your current frontend and backend technology stack, including any integrations with third-party services (e.g., payment processors, scheduling tools)? kcha.org runs on the DNN Evoq Basic CMS platform version 9.6.18, which runs version 4.8 of the .NET framework and Microsoft SQL Server 2016.

Do you have any existing frameworks or tools in place (e.g., React, Node.js, Java, etc.)? Only the DNN CMS.

Does KCHA have a preferred hyper-scaler partner such as AWS, Microsoft Azure, or Google Cloud? We request recommendations.

Are you currently using cloud services for your infrastructure (AWS, Azure, etc.)? If so, which ones? Only AWS S3, and only for database backups.

What are the backup strategies in use in the current system? kcha.org uses Transparent Data Encryption for the production database, as provided by SQL Server, which uses AES-256 encryption. Daily backups are stored in AWS S3, which uses AES-256 encryption with AWS Key Management Service.

What are your bandwidth and storage requirements for the kcha.org site? 15.5 GB storage, 219 GB average bandwidth per month

Are there any large media files, such as videos or high-resolution images, that need special storage considerations? Currently no large image collections, currently no videos, but would

like video on the new site as well as more pictures, and there are hundreds of PDFs totaling 10+ GB

Do you have a CDN and/or WAF in place currently? No

Will KCHA provide access to the current website's database and codebase for migration purposes? If so, what level of access will be granted? Yes, full access to the database and codebase.

Will KCHA provide access to current website documentation and assets to facilitate migration? Yes.

Will KCHA's IT team provide direct support during the migration, such as testing environments or data validation? Test environments are currently managed by the vendor.

What level of automation (e.g., CI/CD pipelines, automated testing) is desirable for content publishing, coding and development and system updates? Automation is not currently used. Content publishing is handled through the CMS and development is generally infrequent. System updates at the server and database level are managed by the website's hosting service, while CMS updates are managed manually to reduce the impact of any regressions in functionality.

Is there a two-way integration with the housing database? Will the site just read data or will we need to create functionality that allows users to change data in the database? There is not currently a two-way integration with the housing database. We only have a need to read data.

On the KCHA Housing Search page (https://www.kcha.org/housing/search), where are the search results generating from to deliver the data? Is it a backend database, or the like? SQL 2016 read-only. The housing database is created and updated through an admin form on kcha.org, so it's read and write via the SQL server.

Are the various form-based calculators on the site portable to a php based system, or should we plan on recreating them all in the new CMS? All forms will need to be recreated except for the Section 8 subsidy calculator, which uses only Java Script

Where is the existing property map hosted? Map tiles are loaded from a free plan through Jawg Maps. The code for the map lives on kcha.org

Do you imagine your new website to use one database that keeps ALL data (page content, users, properties, etc..) or would there be an external database that keeps some data off the site? Some property management data will likely be in Yardi or remain in SQL, some property descriptions may be held on the new site or pulled from Yardi, employee data will be accessed through Entra ID, user and content data and assets should be kept in the CMS. We are open to recommendations.

Where is the [payment standards](#) data coming from? Is this coming from an outside database or from within the CMS? Payment standards data is stored within the same SQL Server database used by the CMS

- How often does this data change? Typically once or twice per year
- Who is responsible for changing this data? The website administrator currently, but developing a custom admin tool would allow staff to make updates.

Is there any custom development involved in current system. If yes, please share the list. If yes, do you have documentation for custom code implementation? Yes. These are listed under the 'KCHA Specific' column of the Functional Requirement List, starting on page 11 of the RFP. Custom development isn't documented, but all code will be made available to the selected vendor to aid in migrating the features to the new platform.

What database is the staff directory linked to? The staff directly is currently linked to a CMS database. Staff currently perform a manual extract that is uploaded to the existing CMS. Our requirement is to integrate this with Microsoft Entra ID.

Please share the Microsoft Entra ID license version. We have an E5 license.

What category of data is collected by the secure forms on the site? Updated application information; changes to residents' income and household composition; fraud and crime reports; requests for information from staff, board members, CEO

Are permissions for CMS users set based on permissions in Microsoft Entra ID? Currently, no. Our requirement is to leverage Microsoft Entra ID for single sign on and user management. We will give preference to solutions that allow us to use Microsoft Entra ID groups to manage permissions in lieu of managing permissions directly within the CMS.

Can you clarify the expectations for integrating the new website with Microsoft Entra ID and Yardi systems?

There is a preference for integration with Microsoft Entra ID for sign-on and for a staff directory. Yardi is an external portal and requires a landing page, but Yardi will also be taking over some of the functions of the current website and will launch in Summer 2025, so developers should know that the Yardi migration is happening on a parallel track.

Pulling property data to accommodate some of those dynamic pages we've listed on the site would be most of a Yardi integration we would desire.

Beyond integration with Microsoft Entra ID, are there additional authentication or two-factor authentication requirements? No.

Aside from the Yardi and MS Entra ID applications, are there any other integrations currently required at the API level on the KCHA website? No.

Are there existing APIs for Yardi and Microsoft Entra ID that can be leveraged for integration, or will custom middleware be needed? There may be middleware needed for internal property databases, e.g., https://www.kcha.org/housing/search/; https://www.kcha.org/housing/subsidized/types

Are there any additional systems, software, or tools (apart from Yardi and Microsoft Entra ID) that need to be integrated into the website? Not at this time.

We noted in a document outlining KCHA's accomplishments in 2024 that you recently implemented DayForce HRIS software organizationally. Is there a need to integrate the new site with this software? No.

We noted in a document outlining KCHA's accomplishments in 2024 that you recently established an online record request portal. Is there a need to integrate this into the new website? No. The public records portal can be a link from a webpage like it is now.

Are there any 3rd party integrations that are intended for future inclusion for KCHA clients that are not already supported? If so, which ones? Customization and Extensibility is listed on pages 10-11 of the RFP.

Are there existing APIs or middleware available for retrieving and updating database content for dynamic pages? No. Current databases are in a SQL server with no API endpoints.

If APIs are not currently available, will the project scope include designing and implementing them? If needed, based on your recommendations.

Can you provide details on the current structure of the DNN platform database, including schema and content relationships, to better estimate migration complexity? kcha.org's SQL Server database includes roughly 200 tables dedicated to DNN, but only a handful of these tables contain page content affected by the migration to a new platform. The database also includes roughly 50 tables that contain KCHA-specific data such as property details, basic waiting list applicant data, staff contact information, bid/RFP/RFQ details, voucher payment standards, energy assistance supplements, and content from form submissions. Most of this data will require migration, both for the data and the corresponding public forms and views.

Content Strategy

Can you provide more details about your expectations for the migration from DotNetNuke

(DNN)? Are there any critical functionalities from the existing system that must be preserved or improved? DNN is outdated and the purpose of the migration is a comprehensive upgrade. The KCHA Specific section of the functional requirements listed on pages 8-13 are the functionalities we're requesting be moved from DNN.

Have you identified any specific CMS platforms you're considering for this project? Do you have a CMS preference? Would you prefer recommendations? The RFP is explicitly requesting recommendations. Proposed solutions will be scored based on their ability to meet the functional requirements on pages 8-13 of the RFP.

What is the current CMS version and what are the additional packages/plugins in use? kcha.org runs on the DNN Evoq Basic CMS platform version 9.6.18, which runs version 4.8 of the .NET framework and Microsoft SQL Server 2016.

What are some things the team likes about the current CMS? I have not received positive feedback about the current CMS.

Does KCHA intend to review and update the content themselves before migration, or should the vendor include content review and rewriting services in the proposal? Expect some combination of the two. Communications staff will be involved in content review and writing, but may like fresh eyes on it.

Is KCHA looking to the successful vendor to provide content strategy/copywriting services? Any content strategy or copywriting would be done in collaboration with the Communications team, and we are open to recommendations.

Is KCHA looking for image editing features within the image handling components of the CMS? Yes, we are looking for image editing to the extent possible within the CMS.

Does the site search need to index the contents of pdf / Doc files? That would be ideal, and we are open to recommendations.

Does the search function on the website need to crawl any website that lives outside of the website/CMS? No.

How much content do you wish to migrate from current website to proposed website. The website contains ~500 pages. Please review the table on page 4 of the RFP. Some of the content pages will move to Yardi's property management system. Part of the redesign process should be used to evaluate and decide what content should migrate and what content is no longer necessary to meet audience needs.

Are there particular APIs or data protocols that the new CMS must support for KCHA's database interaction? No.

Are there specific content retention policies for KCHA's existing materials, such as document archives or historical data? Yes. KCHA is subject to the Washington State Public Records Act, and currently archives webpages through PageFreezer. It is preferred that the CMS have the ability to version content so that staff can retrieve a page or content from a specific date.

What content governance or content workflows do you have currently in place? Some content requires approval from a website admin prior to publishing.

Can you clarify the expected complexity of the approval workflows and automated reminders for content review? Approval workflows and automated reminders are not expected to be complex, there may be 1-3 steps or 2 potential approvers, and automated reminders are intended to ensure that content is up-to-date.

Can you elaborate on providing a system for managing and tracking requests submitted on the site? What type of requests? What kind of tracking do you envision? Should the tracking include updating and accessing issue status, or more simply informing certain users of the request and keeping records of received requests? This could be any sort of request ranging from customer inquiries to a service request. We expect the CMS to be flexible enough to accommodate any sort of request with workflow, tracking, and notification.

Can you elaborate on the CMS ticket request requirement?
1. Are you asking for a submission form and a way to track/respond to user-submitted requests directly in the CMS? Yes.
2. What types of tickets/requests would be submitted? This could be any sort of request ranging from customer inquiries to a service request. We expect the CMS to be flexible enough to accommodate any sort of request with workflow, tracking, and notification.

Do you expect that existing form submissions will need to be migrated to the new system? Do you have an estimate of the complexity and amount of data that would need to be migrated to the new system? Most likely not. If so, both the complexity and the amount of data are small.

What types of content (e.g., articles, videos, forms, FAQs) do you feel are most important for conveying your services and values? We need a combination of static but updatable content and dynamic content, including but not limited to articles, forms, images, videos, and FAQs.

What level of CMS training (basic, intermediate, advanced) and type(on-site, remote, or hybrid) training would be required? Basic and intermediate, remote/hybrid is fine. A small number of users may request advanced training.

Can you elaborate on the functionality of the E-Commerce cart? This is a very low-priority. At this time we do not anticipate selling products, rather it is included as a possibility for future use.

What payment services will be used on the site? Which payment gateway(s) are currently in use at KCHA, including third party integrations that facilitate payment processing? Rent payments will move to Yardi. There are no plans for e-commerce or selling products at this time, but we may consider it in the future.

Please provide more detail around "ad-hoc payments via online forms" Ad-hoc payments is the ability to create a form using a form center and attach it to an existing configured payment processor on the CMS platform.

Which languages are required for translation? How many of these languages would be managed automatically versus manually? Preference at this time is for a widget like Google translate that can handle multiple languages. Top languages among our audience are (in order): English, Somali, Russian, Spanish, Vietnamese, Ukrainian, Arabic, Korean, Farsi, Amharic.

Can you provide additional details about the accessibility expectations, particularly regarding WCAG compliance (e.g., WCAG 2.2 AA)? Site should meet the latest WCAG 2.2 guidelines, and we will consider any recommendations for additional accessibility. We are open to the vendor suggesting tools, such as AudioEye, to assist with meeting these guidelines.

Do you currently use anything to conduct accessibility scanning & reporting, and to help remediate issues? Nothing is in place right now.

Regarding the tiered content migration, can you confirm whether all dynamic features from Tiers 2-4 will need to be retained in their current form or reimagined? This will depend on staff feedback, but most features will likely need to match their current form.

How many authors or content contributors are there currently for the website? Will that number change with the new website? Currently more than 50. Expect that the number will remain in that ballpark or be lower.

Will the users on the website only be employees? The majority of users will be employees, but some contractors will also need to be able to access the backend.

How granular should role-based permissions be (e.g., page-level, feature-specific, or user-group based)? DNN currently supports permissions that can be applied to specific pages, features, or website sections.

Should content expiration trigger automated workflows like archival or notifications for manual intervention? Yes.

Could you clarify the required Content Management capabilities as outlined in the Functional Requirement list starting on page 8 in the RFP: These 8 requirements are presumably for systems administrators and designated content contributors, correct? Correct.

Do you need the ability to review/approve applications within the system? Will non KCHA representatives need to review any applications? Not sure.

What are your current content management pain points with the website? Outdated rich text editor, inconsistency stripping styles from content copied from Word or Outlook and pasted into the editor, slow drag-and-drop behavior when reordering pages, cumbersome page templating system, imprecise image/asset search feature, inadequate native search functionality, limited review workflow options, limited control over customization of URL paths/slugs, slow initial load time for public-facing pages when the server has been idle for an extended period, no built-in document management library with persistent file URLs.

In the requirement that administration must be usable from any device at any time, is this administration of the CMS or is it meant to also include the cloud infrastructure? CMS.

Design

Are there any specific examples of websites (either within the housing sector or beyond) that you view as benchmarks for design, functionality, or user experience? https://sdhc.org/ ; https://homesa.org/ ; https://www.homeforward.org/

Is there an updated branding or style guide that needs to be followed for the redesign? Yes, we have an updated brand and style guide.

Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type, please specify. One design theme.

Are there specific expectations for mobile-first design or testing for particular devices? Much of our audience is accessing the site on mobile only. The full site has to work well on mobile, especially for people who are seeking housing or on waitlists for housing, and people who have housing and are seeking customer services or resident services.

What is the breakdown of desktop vs. mobile users for the KCHA website? The majority of users access on mobile. 61% mobile/tablet vs 39% desktop overall. For those looking for housing, it's 70% mobile/tablet.

Has the KCHA conducted a content audit of what pages and copy they would like to keep, combine or update for the new site? If no, would the KCHA be open to vendors offering this as in addition to the proposed RFP scope? We have not conducted a content audit and are very much open to one.

How many pages will need to be migrated? Can you confirm if all content (including archived data) needs to be migrated, or should some content be excluded? Some content will be excluded, either as a result of Yardi conversion or as a result of a content audit or design needs assessment conducted with the vendor and the Communications team.

Do you envision that kind of content/messaging strategy & support being a part of this project? We can scale our content scope up or down to align with the level of support you are looking for. Yes, we expect some content revision, in collaboration with the KCHA Communications team and aligned with updated messaging guidance that the Communications team recently completed.

Does your team have technical expertise or content writing expertise? Yes.

Is there a preferred information architecture for the KCHA website? We are requesting recommendations and/or for a recommended architecture to become more clear during the discovery process.

What are the most common things customers call or email customer service about? Finding a home, where they are on the waiting list, ADA reasonable accommodations, maintenance requests, who is my caseworker, how do I report income or household changes.

What research has been done to date to understand the needs of the users of the website? Some end-user interviews were done in 2024. KCHA has some basic information about audience needs and expectations, but has not conducted deep discovery. That said, I think we know enough about our audience that we can streamline discovery.

Have you done any research with your audiences on the pain points they experience when using the website? No.

To what extent have the current end-user journeys been mapped for external audiences using the KCHA website? KCHA has not conducted journey mapping.

To what extent have any end-user persona profiles (e.g., demographic, psychographic, behavioral attributes) been developed for representative audience members? KCHA has not developed persona profiles, but does have a fair amount of data and information about the audience.

To what extent will external (e.g., those seeking housing; residents; landlords, etc.) and internal (e.g., KCHA employees) end-users be available to engage to explore design concepts and validate assumptions? We can ensure that internal and external end-users be made available.

Can you provide specific examples or use cases that illustrate the most significant challenges with the current website (beyond those listed in the RFP)? It is difficult for people seeking housing or waitlist information (70% on mobile) to find what they need. It is difficult and non-intuitive for staff to update content in the DNN CMS. Page load time can be slow. Language translation is not available. There is no opportunity for community engagement.

What are the primary emotions or messages you want the website design to convey? (e.g., warmth, caring, transparency, partnership, etc. All of the above – warmth, caring, transparency, partnership – as well as accountability, trustworthiness, customer service, hospitality and community.

Have you identified any pain points with your current website's design and user experience? Yes. Some of the pain points include an ineffective search function, poor navigability, too much information, difficulty navigating on mobile, lack of language translation, overuse of jargon and PDFs, ease of finding the most requested information, etc.

Does KCHA expect the vendor to conduct user testing or surveys for feedback during the design process? If so, what target audiences should be included? Target audiences include end-users such as residents, voucher-holders, people seeking housing, landlords, as well as internal customer services and resident services teams. The proposal should include whether user testing or surveys is recommended.

Are there specific audience groups whose user journeys need customization or prioritization? See above. Primary users include residents, voucher-holders, people seeking housing, landlords, and business partners.

Will KCHA be able to identify which programs it considers innovative? Yes, we can identify innovate programs, such as the education and workforce development programs.

How are you envisioning the process for the "strategy to ensure user-friendly design and navigation"? Would this be a recommendation after discussions with KCHA staff, or do you envision an ongoing, evolving process with staff? Would any other stakeholders be involved? If so, how? Are you envisioning that part of the proposal would not only reorganize the site, but also draft text and obtain images? KCHA would like to understand your approach to ensuring user-friendly design. What is your process to make sure that happens? Any changes in text and images would be done in collaboration with the Communications team, and we understand that site reorganization may call for some pages to be updated and others to be eliminated. We would like recommendations but remain open to an evolving process as new information is discovered.

Security & Compliance

Can you confirm that your website's data transmission is encrypted using TLSprotocols? Yes, TLS 1.2.

What encryption methods do you use for data stored in your databases and backups? kcha.org uses Transparent Data Encryption for the production database, as provided by SQL Server, which uses AES-256 encryption. Daily backups are stored in AWS S3, which uses AES-256 encryption with AWS Key Management Service.

Are there specific cybersecurity measures or protocols KCHA requires for the new website, such as encryption standards or user authentication mechanisms? We expect the hosting company and content management platform company selected will be system and organization control compliant.

Can you elaborate on your expectations about what kinds of data will be encrypted, and how certain users would access that encrypted data? In addition to the form data being encrypted during transit (HTTPS/SSL/TLS), do you also envision that data being encrypted during storage, or end-to-end encrypted? We hope the content management platform will allow us to define which forms are encrypted with a preference to encrypt all. Yes, data should be encrypted at rest.

What are your requirements for data backup and disaster recovery plans? How frequently should backups occur, and should they be automated? KCHA requires vendor partners to sign a cloud/offsite hosting terms and conditions agreement. The agreement requires SOC2 compliance, which includes business continuity. We require all data to reside in the United States, as well as backup data and disaster recovery locations.

Maintenance & Support

What is your expectation regarding future-proofing the platform for scalability and adding new features? To future-proof we desire a content management platform with numerous modules we can turn up and configure as we need them.

For how long would you like ongoing support? At least two years with the option to extend.

Are there specific performance benchmarks, such as load times or uptime, that the website must meet? We would prefer to have a 99.5% or better uptime service commitment in any calendar month. Load time between 0-2 seconds. Page load time data isn't currently tracked. The new CMS should offer performance enhancements.

What are KCHA's expectations regarding ongoing support and maintenance? Are there specific SLAs (Service Level Agreements) for uptime, issue resolution, or feature updates? How often do you anticipate needing ongoing support after the website launch? We expect the content management system and or hosting vendor to provide regular software updates to the platform and customer support. Our preference for the content management system support is self-service and chatbot support 24/7 and live omnichannel support M-F 6 a.m. - 6 p.m. PST . We expect the hosting company to provide 24/7 omnichannel support.

Our expectation is for the vendor and hosting company selected to have SOC2 compliance. SOC2 compliance is typically requires a vendor to keep their systems updated for security and patching on a regular basis. We would prefer to have a 99.5% or better uptime service commitment in any calendar month. For support we would prefer most incidents receive a first response on a ticket within one hour of submittal with target resolution next business day. For critical or system down

incidents we request one hour first response and four-hour resolution.

How frequently should backups occur, and what is the expected recovery time objective (RTO) in case of a failure? We would prefer a RTO of less than an hour.

Are you open to a solution that doesn't involve the CMS help desk? Yes, we are open to recommendations.

Will the vendor be required to conduct additional staff training sessions post-launch, and if so, how many? Please provide at least two staff training sessions.

Can you provide more details about the level of training and support you expect for your staff once the new CMS is implemented? At least two content management training sessions for users and access or links to a training video library. Staff should be able to direct questions to someone for the first 6 months of use.

Is the training required onsite or virtual? Either is fine.

General

We are currently evaluating the Disclosure of Lobbying activities form. If we have no lobbying activities to disclose, do we still need to complete the form? The form doesn't seem to have a formal content entry area to say there are no lobbying activities we are disclosing. Please advise. If you have no lobbying activities to disclose, then you do not need to complete the form. Please note in the body of your proposal that you have no lobbying activities to disclose.

We are evaluating the DOC_12587.PDF document. According to the RFP we must return this form as part of the proposal submission but it doesn't provide space for any response inputs (i.e. a signature block or some kind of form to complete). Do vendors simply need to state that they accept the general conditions or that they accept it with any proposed amendments in the document? Please state that you accept the conditions in the body of your proposal. This means that you agree that the HUD-required language will be a part of the contract.

The Exhibit C, HUD form #5369-B seem to be missing in the RFP. Can you please clarify where the document can be downloaded ? https://www.hud.gov/sites/documents/5369-B.PDF

For the "Certification of Payments to Influence Federal Transactions" form, under Point 2: "Program/Activity Receiving Federal Grant Funding," could you please clarify what specific details need to be provided here? If you have any programs or activities that receive federal funding, please disclose the activities/program, how the funds are being used, and results achieved.

Are there any mandatory subcontracting goals or diversity requirements? No.

Is it mandatory for vendors to be minority-owned, women-owned, or Section 3-qualified businesses to be eligible for this contract? No.

How does KCHA evaluate proposals from minority-owned, women-owned, and Section 3-qualified businesses? Are additional points or preferences given during the evaluation process? Please review page 18 of the RFP for the selection process.

Can references from projects outside the housing sector be included if they meet similar scope and complexity? Yes.

Can we provide federal and commercial references in our proposal instead of only public housing or municipal references? Would KCHA accept those references? Yes.

Are there any preferences or restrictions regarding the format or structure of the technical proposal? No.

Should the electronic copy of the proposal be submitted, or is it mandatory to mail or drop off a thumb drive in a sealed envelope? An electronic copy submitted to annem@kcha.org is sufficient. You may request a read receipt or a reply for confirmation of receipt if you desire.

If a physical submission is required, does it need to be sealed? Physical submission is not required.

Is there a specified page limit for the proposal? No page limit.

Are there any font size or formatting requirements we should be aware of? Please use at least 11-point font. There are no other formatting requirements.

Can we use a web page to provide the qualifications statement? Yes, so long as it is printable and accessible for all panel review members for the duration of the review.

Can you provide the names and titles of the selection committee members for the RFP? The selection committee is still being finalized, at minimum it will include members of the Communications and IT teams.

Can KCHA provide more insights into how the 40 points for functional requirements will be assessed? Proposed solutions will be scored based on their ability to meet the functional requirements as prioritized on pages 8-13 of the RFP.

We did want to clarify whether you would like for us to include all of these requirements in our estimate, or if for example, Level 4 requirements such as e-commerce should be optioned out and potentially added on during a future phase? Proposals will be scored on their ability to meet functional requirements, and the tier levels are meant to provide guidance on the importance of

those requirements. Level 1 requirements are a must-have, and Level 2 requirements are preferred. Level 4 requirements can be optioned out at this time and potentially added at a later date.

Have any firms assisted with the development of this RFP? No.

At this time, are you forecasting scheduling interviews with finalists? As stated in the RFP, the selection committee may ask for a presentation after reviewing proposals.