



Notice of Addendum
RFP No. 20-67 – RFP Website Design and Development for HACFM

Addendum No. 2

Date: April 15, 2020

Notice are provided for clarification and/or change

RFP Submittal Date: **April 23, 2020 @ 4:00 p.m.**

The RFP will be electronically delivered no later than the specified opening date and time. Late submissions shall not be accepted

Receipt of addendums are to be acknowledged in the returned proposal package on the **CHECK LIST FOR THE RFP SUBMISSION**

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1. Question a. Members Login (referring to the link at the top right of the current website)
What functions does this portal carry out for both admins and members?
- b. On the new website, will this portal be a third-party service, or will it be part
of the scope of work for this project?

- Answer** a. **Members link is only a link for Staff web mail.**
- b. **If there is a concern related to cost, staff can simply remember Outlook.com
to check email from web browser. We may consider for Intra-net
functionality.**

2. Question a. Landlord - This is mentioned in the RFP. Is this the same thing as the
"Members Login"? If not, can you describe the functions of this Landlord
portal.
Please discuss current functions and any new functions you'd like to see. Am
I correct in presuming the Landlord portal is this?
- b. If so, is your desire to continue to use this third-party service or are you
interested in your own system?

- Answer** a. **Landlords are connected to our Accounting System – 3rd party. They are able
to pull their 1099's, HAP payment detail, etc.**
- <http://hacfm.gosection 8.com/Tenant/tn Results.aspx>.**
- b. **We plan to continue to use a 3rd party system. The portal link points to our
3rd party software provider which is currently hosted on a server inhouse.**



3. Question New Portals (mentioned in RFP) Do you know the scope for these new portals or is the RFP mention just for the purpose to make sure that the new website is flexible and built to grow and expand further in the future?
- Answer** **The new website needs to be flexible and grow as we are planning a vendor portal, proposal submission portal as well as a resident portal. All will most likely connect to 3rd party applications.**
4. Question Since we deliver a variety of services this would help me determine how to approach a response i.e. budget requirements, specific SMS platforms you might be considering, functionality requirements, and 3rd party integration we would have to consider.
- Answer** **Budget: This project is considered a management improvement and will be funded from our Capital Fund Budget. Resources are not infinite. Ongoing cost will be funded from the operating budget. Resources are all HUD funded.**
- Specific CMS platforms: Refer the RFP, we listed samples but are not contemplating a specific CMS platform over the other. i.e.: wordpress, druple, building blocks or joomla.**
- Functionality requirements The RFP listed the scope and functions, however, being user friendly and easy to maintain is key.**
- 3rd party integration would have to be considered. Yes, plugins, components and apps that integrate in order to help the site function interactively where needed. i.e. contact forms, calendar, event management, mailing lists, etc.**
5. Question Can you please provide the list of MBE Certified Business Vendor from the State of Florida?
- Answer** **You can access the list by clicking on the following link. The State updates the list periodically and therefore you need to check the list directly to get the most updated list.**
https://www.dms.myflorida.com/agency_administration/office_of_supplier_diversity_osd/certified_vendor_directory
6. Question Do we need to satisfy the MBE-20% goal form Certified Vendor list in the state of Florida?
- Answer** **Please review the entire section which includes alternatives.**
7. Question Within what timeline (project start and end date) is the Vendor expected to complete the project?

Answer Section II: Requirements for Submittal, 5. Project Timeline: How fast can you complete? Provide a timeline that is a fast track plan.

8. Question Historical amount of budget spent on this RFP?

Answer Minimal. Hosting cost \$200.00 per month and periodically there may be special fees related to additional programing.

9. Question Do you have any Preferred CMS for this current Websites?

Answer Refer to the Scope of Work in the RFP and previous question response above.

10. Question Is HCFM it open to building a more open source and content editor friendly platform such as WordPress?

Answer Refer to the Scope of Work in the RFP and previous question response above.

11. Question Is Municipal experience is mandatory ?

Answer Not mandatory; however, preferred due to understanding evolving government spaces where some functions may be more critical such as ADA.

12. Question What is current technology CMS using for HACFM website?

Answer It should be assumed you are building from scratch. Currently our site is working from an older version so building blocks from TechnikOne, which has also upgraded versions that function comparable to the most current CMS's.

13. Question Has HACFM set an initial project budget for this current scope of work?

Answer See answer question/answer 5.

14. Question If HACFM decides it needs ongoing support and maintenance has a budget been set? If so, what should that include? Support, Maintenance, Site Monitoring, ADA 60-day auditing, and reporting or ALL?

Answer Please provide the options as stated in the RFP. We will decide based on your pricing. The goal is to have minimum support needs.



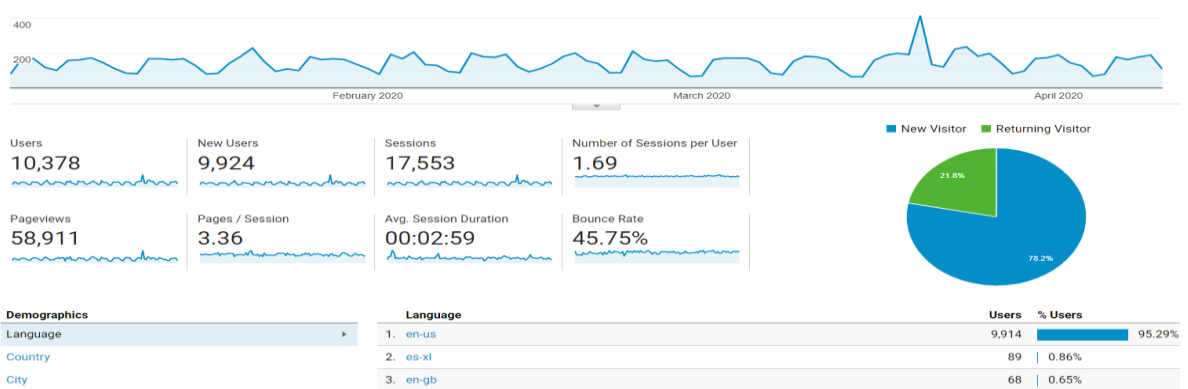
15. Question Web Administrator - How many content administrators are there expected to be within your organization after the site launch? Will the new site require different backend user roles? If so, what are they?

Answer We have not set this amount but expect to have several. We may also want the ability in-house to add and disable administrators as needed. We assume there will be 1 administrator: back-end and potentially a front-end publishers/editors.

16. Question Data Request

- a. For the current site can you provide the number of site views per month?
- b. Can you advise on the level of ADA compliance required?
- c. Will a Q&A be issued on your current site of other questions asked by other bidders?
- d. Are there any third-party system integrations we should be aware of?
- e. If so are you able to share what they are?
- f. What is the average bandwidth usage per month?
- g. Can you provide current storage requirements?
- h. How many pages from the current site are expected to migrate to the new site? The current site is noted to have around 303 pages and 89 PDFs. What's happening with existing deeper content on the site? Are those expected to be maintained, migrated, recreated?
- i. Would HACFM be open to the popular WordPress CMS? Please review the RFP. We are open to a variety of CMS options.

Answer: a. See screen shot below of google Analytics status from January 1, 2020 through March 11, 2020. Site does need to be able to handle potential large influx of traffic during "tenant" wait lists times in which a dedicated servicer plan may be suitable.



b. HACFM falls under federal guidelines and therefore ADA shall also follow ADA Guidelines.



c. All questions will be addressed in addendums and posted to the website. It is the vendors responsibility to check the website for addendums.

d. & e. Third-party administrators are addressed in previous questions outlined in this addendum.

f. See data screen shot above.

g. Please fully the RFP; this will be cloud based in the government space with MS Office, Azure. An appropriate space will be made available.

h. Assume full migration with primary focus on active viewable to public content first.

i. Please fully review the RFP and addendum; we are open to a variety of CMS options.

18. Question Submission

a. Is HACFM accepting proposals from VA based agencies

b. What should a proposer do if any of the attachment forms don't apply to their agency? Should they submit, leave blank but still submit, etc.

**Answer a. Veterans are considered under MBE/WBE.
b. Submit the forms with an explanation why they are not applicable to your firm.**

19. Question Is there an allocated budget for this project and what is the amount?

Answer See previous response.

20. Question Is there any specific format the submission needs to be sent in? Orientation, margins, etc?

Answer See Section II - Submission Requirements.

21. Question Is your organization open to other content management tools than those in 1-A?

Answer Yes.

22. Question We understand that the site will be homed on Microsoft Azure. Would the provisioning and management of Azure resources (such as managed relational databases, virtual machines, networks, load balancers, etc) fall under the scope of work of the vendor, or would the vendor be working with a team at HACFM who will provide the resources needed to run this site?

Answer Assume to work with a team to provide the resources.

23. Question If the vendor is not responsible for management / setup of Azure resources, will the vendor have and say in resources used, such as the operating system, applied to the VM's or database engine?

Answer You make recommendations to the varies operating systems. However, we will choose the most cost effective to our organization.

24. Question Can you provide any insight into the amount of traffic the current site receives, as well as future projections? Are there particular times in the year where more traffic than usual is received?

Answer See response above and assume growth in traffic.

25. Question Which level of ADA compliance is being requested (A, AA, AAA?)

Answer It must follow the Titles II & III or the Americans with Disabilities Act (ADA)

26. Question Do you want the website to have pages where staff update variable content using 1) database collections, 2) direct editing access of static content on each page?

Answer yes

27. Question Can you elaborate on your expectations for "adaptive browsing."

Answer Adaptive to different screen sizes.

28. Question What third party apps are you currently / or intend to use? Will the vendor need to integrate / provide single sign-on, ingesting data or producing reports?

Answer See answer to no 5 above.

29. Question Can you provide a current brand standards sheet?

Answer: HACFM logo and Royalty free images as needed to improve sites curb appeal.

30. Question What kind of expansion does HACFM have in mind? Linking to external portals or building out new portals within the newly developed CMS framework? Will these expansions be part of this scope or a new SOW?

Answer Perhaps both, show us

31. Question Does full training for CMS usage for appropriate staff need to take a particular form? Can it be educational videos?

Answer Initial training should be face to face ongoing training can be videos.

32. Question It indicates two different ways to title the email that contains our response. Which of these two is correct?

Answer Response to RFP No. 20-67 - RFP Website Design and Development for HACFM.

33. Question "notarized and witnessed" section - is that a necessity under the current Covid-19 situation.

Answer No there will be no waiver for witnessed and notarized forms. Witnesses and Notaries are typically available at your local financial institutes.

34. Question Is HACFM using an Azure Active Directory or does it need the new website to integrate into on prem AD hence the secure connection?

Answer Yes, MS Azure Active Directory is present via Catapult

35. Question With respect to the W/MBE compliance, we are a small company and self-perform. In Our perform. In our jurisdiction of incorporation, we are a 12-point certified business enterprise, but are neither W/MBE and would not require sub-contracting to fulfil this potential contract. Will this be putting our bid at a disadvantage with respect to scoring?

Answer Please review the language in the proposal regarding your options and respond accordingly.

- **Reference the HACFM website for specific instructions**



<http://www.hacfm.org/web/assets/7-28-09-Certification%20for%20Business%20Seeking%20Section%203%20Preference.doc>

- Reference Florida Office of Supplier Diversity (OSD) - Get MBE, WBE or VBE Certified / Office of Supplier Diversity (OSD) / Agency Administration / Florida Department of Management Services - DMS

https://www.dms.myflorida.com/agency_administration/office_of_supplier_diversity_osd/get_certified

https://www.dms.myflorida.com/agency_administration/office_of_supplier_diversity_osd/get_certified/certification_required_documents

- Certification Required Documents / Get Certified / Office of Supplier Diversity (OSD) / Agency Administration / Florida Department of Management Services - DMS –

(A) Minority and/or Woman: To establish status as a minority and/or woman, ONE of the following documents shall be considered:

- SBA(8)(a) Federal Certification;
- Birth Certificate with Ethnic Designation;
- Tribal Registration Card (Native American);
- Passport;
- Naturalization Records;
- Foreign Birth Certificate;
- Permanent Resident Alien card; or Designation Statement (included “American Woman (Non-ethnic Female)”

https://www.dms.myflorida.com/content/download/32399/146942/Designation_Form.pdf

36. Question With respect to Section 3 compliance, for other Housing Authorities we have supported, they accepted the offer to create a website or websites for Section 3 businesses or residents as an acceptable compliance standard. Would this work for HACFM?

Answer Reference HACFM Section 3 Policy located in the RFP documents (attachment).

You may also reference the HACFM website links (below) for further instructions on how to become a Section 3 certified business. All respondents will need to comply with the Section 3 policy for any subcontract or subcontractors seeking the Section 3 preference.

[Certification for Business Concern Seeking Section 3 Preference in Contracting and Demonstration of Capacity](#)

<http://www.hacfm.org/web/assets/7-28-09-Certification%20for%20Business%20Seeking%20Section%203%20Preference.doc>

Reference HUD Section 3 Business Registry

- <https://portalapps.hud.gov/Sec3BusReg/BRegistry/BRegistryHome>

37. Question Regarding the “Allow for expansion to include portals such as Landlord Portal, Vendor Portal, Client Portal, Event Portal” request, it’s understood that that functionality functionality must NOT be considered in the proposal, in terms of pricing, correct. We understand it as something that will need to be added later.

Answer Growth functionality needs to be considered to address the option for additional portals.

38. Question Can the “Delivery of full training on CMS usage for appropriate staff” be performed 100% remotely?

Answer See earlier response above.

39. Question *Landlord Register* link redirects users to an ASP.NET application (<https://apply.hacfm.org/UserCreateAcct.aspx>) within the same domain. Will that application remain as a separate functionality? If not, could you please provide information about what needs to be considered, regarding that functionality, to include in estimates?

Answer Yes, this item will remain separate and hosted on internal webserver

40. Question *Search HCV Rentals* link is currently broken, what functionality is located behind that link?

Answer Link repaired. This link points to 3rd party (Go Section8) rental listing

41. Question Will the *HACFM Properties* and *Affordable Housing Options* content be introduced in the system as regular content or will there be any external source? Also, what type of user must have Edit access to this content?

Answer yes, assume various staff will have access to update the content

42. Question Is the website only going to be offered in English?

Answer website functionality should permit any language option



43. Question Will the system be integrated to external APIs or other systems? If so, how will these integrations perform? Please provide as much detail as possible.
- Answer No API's will be integrated**
44. Question It's understood that HACFM will provide with assets (images, videos, etc) as needed, based on the new website designs (once approved), correct?
- Answer yes**
45. Question Under what technology was the current site built on? We need to know this to estimate data migration tasks.
- Answer Please review an earlier response above**
46. Question Do you have a desired launch date for the new website?
- Answer How quickly can you deliver? Provide a timeline**
47. Question While redesigning the website, is there a current brand guidelines and/or color pallet in place OR vendor is expected to create this task?
- Answer We have a current color pallet, but it is not required to maintain. Please review the RFP we asked for 3 examples.**
48. Question Are you also looking to promote the website (SEO service) since it is changing the underlying structure?
- Answer Please review the RFP fully. We are looking for optimization on the search engine.**
49. Question Do you anticipate extending the ~~bid~~ RFP due date? –
- Answer: This "RFP" has been extended. Please visit HACFM's website for Addendum No 1 – www.hacfm.org**
50. Question What additional details are you willing to provide, if any, beyond what is stated in ~~bid~~ RFP documents concerning how you will identify the winning ~~bid~~ RFP?
- Answer Addressed in the RFP SECTION III: EVALUATION CRITERIA**



51. Question Was this bid posted to the nationwide free bid notification website at www.mygovwatch.com?

Answer HACFM did not post this RFP on www.mygovwatch.com.

52. Question Other than your own website, where was this bid RFP posted?

Answer HACFM posted this “RFP” on the HACFM and PHADA Websites.

53. Question Section 3 Clause/Requirements: I reviewed the list available on your website (<http://www.hacfm.org/web/assets/5-3-2016-Section-3-Businesses-2016Lee.pdf>). None of those businesses can help be a subcontractor due to lack of technical ability. Since the project is going to be a short duration (around 3 - 5 months), providing training even is non-practical. Can these be counter towards “appropriate” waiver?

ADDITIONAL INFORMATION REGARDING SECTION 3:

This program is specifically designed to prioritize the local hiring of housing authority clients. You will find the details on where to find local Section 3 businesses on the HUD Section 3 Business portal.

47.1 Section 3 Residents and Business Concerns

Section 3 Residents Are:

- 1. Residents of Public and Indian Housing; or**
- 2. Individuals that reside in the metropolitan area or nonmetropolitan county in which the Section 3 covered assistance is expended and whose income do not exceed the local income criteria of low- or very low-income.**

47.2 Section 3 Business Concerns Are One of the Following:

- 1. Businesses that are 51 percent or more owned by Section 3 residents;**
- 2. Businesses whose permanent, full-time employees include persons, at least 30 percent of whom are currently Section 3 residents, or within three years of the date of first employment with the firm were Section 3 residents; or**
- 3. Businesses that provide evidence of a commitment to subcontract in excess of 25 percent of the dollar amount of all subcontracts to be awarded to businesses that meet the qualifications described above.**

47.3 In accordance with the regulation, residents and businesses concerns seeking Section 3 preference shall certify, or submit evidence to the recipient, contractor, subcontractor or subrecipient (if requested) verifying that they meet the definitions provided above. Recipients can use their discretion for determining the type of verification that is required by prospective Section 3 residents and business concerns. Some examples include: proof of residency in a public housing authority; proof of federal subsidies for housing, food stamps, or unemployment benefits; and payroll data or other relevant business information.

47.4 [Weblink for additional information](#)

- **Section 3 HACFM** - <http://www.hacfm.org/web/page.asp?urh=Section3>
- **HUD Section 3 Business Registry**
- <https://portalapps.hud.gov/Sec3BusReg/BRegistry/BRegistryHome>
- **HUD Section 3 Opportunity Portal - Home**
- <https://hudapps.hud.gov/OpportunityPortal/>
- **HUD Section 3 - Economic Opportunities - HUD | HUD.gov / U.S. Department of Housing and Urban Development (HUD)**
- https://www.hud.gov/program_offices/fair_housing_equal_opp/section3/section3

Frequently Asked Questions About HUD's Section 3 Business Registry

1. *What is Section 3?*

Section 3 is a provision of the Housing and Urban Development Act of 1968. The purpose of Section 3 is to ensure that preference for employment, training and contracting opportunities generated from the expenditure of certain HUD funds is directed to local low- and very low-income persons, particularly those who receive federal housing assistance, and businesses that are owned by or substantially employ such persons.

2. *What does the term "Section 3 resident" mean?*

A "section 3 resident" is: 1) a public housing resident; or 2) a low- or very low-income person residing in the metropolitan area or Non-Metropolitan County where the Section 3 covered assistance is expended.

3. *What does the term "Section 3 Business" mean?*

Section 3 businesses are those that can provide evidence of meeting one of the following three criteria:

a) 51 percent or more owned by Section 3 residents; or

b) At least 30 percent of its full-time employees include persons that are currently Section 3 residents, or were Section 3 residents within three years of the date of first hire*; or

c) Provides evidence, as required, of a commitment to subcontract in excess of 25 percent of the dollar award of all subcontracts to businesses that meet the qualifications of a) or b) above.



*Example: John is a Section 3 resident that is unemployed. He is hired by XYZ Construction Company at a salary of \$37,500 per year. The local low-income limit for a one-person household is \$35,000. John can be counted as a Section 3 resident by XYZ Construction Company for up to three years towards their efforts to meet the Section 3 business criterion under definition “B” as described above.

4. How are the terms “low-income” and very low-income determined?

Low- and very-low-household income limits are determined annually by HUD. These limits are typically established at 80 percent and 50 percent of the median income for each locality by household size or the number of people residing in one house. HUD income limits may be obtained from:

<https://www.huduser.gov/portal/datasets/il.html>

5. What is HUD’s Section 3 Business Registry?

The Section 3 Business Registry is a registry of businesses that have self-certified their status as Section 3 Businesses. Businesses who self-certify that they meet one of the regulatory definitions of a Section 3 business will be included in a searchable online database. The database can be used by agencies that receive HUD funds, developers, contractors, and others to facilitate the award of covered construction and non-construction contracts to Section 3 businesses. Section 3 residents are also encouraged to use the registry to identify businesses that may have HUD-funded employment opportunities.

6. How does my firm submit a self-certification application if it meets the definition of a Section 3 Business?

Businesses can submit an online application for inclusion in the Section 3 registry at: www.hud.gov/Sec3Biz.

7. When does a business certification expire?

A certified business must recertify after 3 years.

8. Where do I find the database of businesses that have self-certified that they meet the definition of a Section 3 Business?

To search the database for businesses please visit: www.hud.gov/Sec3Biz.

9. What documentation is required from businesses that meet the definition of a Section 3 Business?

For inclusion in the registry, businesses must submit the online application and are not initially required to submit any additional documentation to HUD. Additional documentation may be requested if HUD receives complaints alleging that any business in its registry has misrepresented their firm’s status to the Department. Businesses may also be required to submit supporting



documentation as evidence of their eligibility to recipients prior to the award of the HUD-funded contract.

10. What is a business license?

A business license is a type of legal authorization to operate a business in a city, county, or state. A license may even be required on a federal level. Typically issued in document form, a business license gives a business owner the right to conduct entrepreneurial activities as set forth in the license application. In most cases, there is a fee charged to obtain a business license. Requirements for a business license vary by state and municipality. Please visit the following site to learn more about obtaining a business license.

<http://www.sba.gov/content/search-business-licenses-and-permits>

11. Has HUD verified the authenticity of businesses that have submitted self-certification applications and does HUD endorse the quality of services provided by such businesses?

While the Department maintains the Business Registry database, it has not verified the information submitted by the businesses and does not endorse the services they provide. Accordingly, it is recommended that users perform due diligence before awarding contracts to businesses that have self-certified their status as a Section 3 business.

The Department will periodically conduct random audits of the Section 3 businesses in its registry.

12. Does being self-certified as a Section 3 Business mean that a firm is automatically entitled to HUD-funded contracts?

A Section 3 business is not entitled to a contract simply by being listed in the HUD Section 3 Business Registry database. Section 3 businesses may need to demonstrate to the satisfaction of the recipient agency (i.e., Public Housing Authority, local government agency, developer, etc.) that they are a responsible bidder with the ability to perform successfully under the terms and conditions of prospective contracts.

The Section 3 regulation at 24 CFR Part 135.36 provides preference to Section 3 businesses that submit responsible bids for contracts and subcontracts, but does not guarantee the award of contracts.

13. What if I believe that HUD has accepted the self-certification of a firm that does not meet the definition of a Section 3 Business?

The Department strongly encourages anyone that believes that a firm in this registry does not meet the eligibility criteria of a Section 3 Business to notify the HUD Office of Inspector General at <http://www.hudoig.gov/report-fraud>. HUD's office of Inspector General is responsible for investigating claims of fraudulence. In such situations, the HUD Office of Inspector General may request documentation and additional information from the business to verify that they qualify for inclusion in the database. Businesses found to have misrepresented themselves will be removed from the database and penalized as appropriate by the HUD Office of Inspector General.



14. What if my firm is listed on HUD’s Section 3 Business Registry and I need to change or update my contact information?

To change or update your contact information, submit a detailed request via email to: Sec3biz@hud.gov.

15. Will my business be contacted after it is listed on the Section 3 Business Registry?

HUD grantees and their developers or contractors may contact your business with bid solicitations for contracts but they are not required to do so. Businesses should proactively reach out to recipients of Section 3 covered HUD funding in their metropolitan area or Nonmetropolitan County.

16. How can I find recipients or agencies that are required to provide preferences to Section 3 residents and businesses in my area?

To find local recipients of Section 3 covered funding, contact your local HUD office. To find your closest office, visit: www.hud.gov/localoffices.

17. Are agencies that receive covered HUD funding (i.e., PHAs, cities, states, property owners, and other agencies) required to use this database?

Recipient agencies that receive Section 3 covered assistance will be informed about the database and encouraged but not required, to contact Section 3 businesses in the registry prior to awarding covered contracts.

18. Are General Contractors required to use this database?

General Contractors and other developers that receive contracts from recipient agencies may be informed about the database by local recipients and instructed to contract Section 3 businesses in the registry prior to the award of subcontracts.

19. How will HUD monitor success under the Section 3 Business Registry Program?

The Department will survey Section 3 Businesses and recipient agencies to determine outcomes and challenges associated with the implementation of the Section 3 Business Registry. The Department will monitor the usage of the database by businesses and recipients, and other feedback as a part of its assessment.

20. How do the other business designations affect the eligibility of businesses seeking certification under Section 3?

MBE, WBE, HubZone and other designations have no bearing on the eligibility of a particular business. The other designations are posted as a convenience for businesses wishing to identify themselves and for those awarding contracts who may have a business need for such designations.

The Housing Authority of the City of Fort Myers
4224 Renaissance Preserve Way
Fort Myers, FL 33916



21. Where can I find more information on the requirements of Section 3?

For more information on the requirements of Section 3, please visit www.hud.gov/Section3.

End of Addendum No 2

The Housing Authority of the City of Fort Myers
4224 Renaissance Preserve Way
Fort Myers, FL 33916

