



Questions and Responses
Round 2
C003648
Website and Drupal Content Management
System Implementation

No.	IFB Section	IFB Page	Question	Response
1	56.d Reimbursement of Costs Incurred	Appendix B, p 11 RFP p.77	Please strike this section. The Right to Cover is not industry standard in a professional services contract. An exception might be made when all elements of the replacement work, including scope, schedule, quality, and rate are exactly the same as specified in the original contract and SOW.	OPRHP respectfully declines this request.
2	63.c Product Warranty	Appendix B, p.12 RFP p.78	Please add the word “material” after the word “from” in the first sentence of this section. Please delete the words “a minimum of one (1) year” and replace with the words “ninety (90) days”	OPRHP respectfully declines this request.
3	2.3	17	Can you tell us more about what you aim to learn from the market analysis and user research? What do you want to achieve with this research?	All relevant information is included in the RFP, including Section 2.3. OPRHP would like to optimize the experience of and encourage the use of its services and resources amongst its target audiences.
4	2.4	18	How do you envision the website’s layout and organization? Are there any specific features or designs you’d like to see? Do you have any reference site/s in mind? If so, can you please share their names with us?	All relevant information is included in the RFP including Goals, page 8 and Exhibit 6 website requirements. In regard to reference sites see response to Questions and Answers Round 1, Question 320.
5	2.4.2	19	How should the NYS and OPRHP branding guidelines influence the design of the HTML templates? Are there specific colors or logos we should use? Any specific CTA/s?	Please see RFP Exhibit 5 NYS Branding Overview Guidelines and Question and Answers Round 1, response #192

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6	2.5.2	19	What specific alterations or adjustments do you want for the components of the website that are required to be built using Drupal?	Please see RFP Section 1.3 Purpose and Exhibit 6 - Website Requirements.
7	2.6	20	How much content will be transferred/ migrated to the new site?	Please see Question and Answers Round 1, response #202.
8	2.6.3	23	What will be the KPIs for the new website? Is the authority looking forward to any specific QA testing, apart from standard testing procedure?	Please see Questions and Answers Round 1, response #142.
9	2.7	23	How much technical knowledge do your team members have? What kind of training materials would be helpful for them?	Training materials must be sufficient to enable qualified staff to efficiently perform their duties for the website.
10	2.9	24	What level and types/formats of documentation do you need for the website? What should be included in the code repositories?	The bidder should strive to maintain the same level of documentation as if the site would be handed off to another team. Custom functionality (modules, themes, etc.) are key targets, as well as nonstandard configurations that may not be obvious to someone unfamiliar with the code base.
11	2.1	24	What kind of support will you need after the website is live?	Please refer to the RFP, including Sections 2.10 Project Support and Maintenance and 2.11 Ongoing Enhancements.
12	2.1	14	Can you explain how you want existing and planned online applications to work with the parks.ny.gov website?	See RFP Section 2.1 Scope of Work: OPRHP does not expect the Contractor to redesign the functionality of existing or planned online applications except where reasonable integration is critical to the user experience. If during review of user journeys it's found that some light integrations (embedding an external form, embedding a map, embedding a snippet of code, designing special CTAs to OHRHP applications, etc.) will benefit the user, OPRHP expects the Contractor to accommodate the need.

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13	2.11	25	What kind of help will you need to keep the website running smoothly after it launches? What extra features do you want to add later?	See section 2.10 Project Support and Maintenance. Beyond the functionality already outlined, we cannot predict future needs. Current scalability and flexibility needs are covered in the Services Sought section of the RFP.
14	2.1	15	Can you tell us more about the tool you want for content editors to make table-like layouts? How should it work with the current system?	Please see RFP, Exhibit 6, Requirement 9. Content editors need the ability to create tables and add/edit/remove cell content within the CMS on any webpage. Tables need to be displayed in a responsive design. The current system does not have this capability.
15			How long has your website been in maintenance mode?	The most recent version of OPRHP's website was launched in 2014. NYS ITS has maintained the website since.
16			Do you have an incumbent? If yes, are they bidding for this RFP?	Please see Question and Answers Round 1, response #8.
17			Do you have any specific budget in mind?	Please see Question and Answers Round 1, response #5.
18			Will you require hosting support as a part of website maintenance activities?	No. See RFP Section 2.1 Scope of Work, Out of Scope: Hosting will be done on the Aquia Cloud as part of the ITS environment.
19			What is the required depth for the staff resumes/bios for inclusion in the response?	Please see RFP Section 2.14 Key Personnel.
20			Will the updated design system and interface need to be visualized for the mobile app?	Please see Question and Answers Round 1, response #358; #177; #198

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21			Are there any project milestones (dates that deliverables must be submitted or by which specific phases of the project need to be completed) that we should build into our pricing and timeline?	Contractor is only entitled to payment upon the acceptance of each Deliverable identified in Attachment 1 - Financial Proposal. Deliverables 1 through 8 must be completed one year from OSC approval. Attachment 1 - Financial Proposal has been amended to include the Bidder's proposed days until completion of said Deliverables. Failure of Bidder to meet their proposed completion dates may result in default. Deliverables 1 through 8 of Attachment 1 - Financial Proposal must be completed prior to launch of the website.
22			Has there been any primary or secondary research performed, and if so, what is available?	Please see Questions and Answers Round 1, response #15.
23			Have your target audience segments been defined, and if so, what are they?	Target audiences have not been defined.

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24			<p>For each of the following, please rate your perception of their viability (do they exist in some form, and if so, how complete?)</p> <p>a.Site traffic by page for the past 12 months</p> <p>b.Site engagements by page for the past 12 months</p> <p>c.Site pathing report, including entry and exit pages for the past 12 months.</p> <p>d.Site task report for the past 12 months (what people are coming to the site to do)</p> <p>e.Site task completion reports for the past 12 months.</p> <p>f.Site satisfaction reports within the past 12 months</p> <p>g.Personas for the audiences noted in the RFP (plus any others). We're defining a persona as a write-up that includes details on who the audience is, their wants, needs and tasks on-site.</p> <p>h.Existing user journeys</p> <p>i.A preferred or required platform for quantitative research, including UX testing.</p> <p>j.A competitive set of direct and indirect organizations that you compare yourself to</p>	<p>This information is not available at this time. In accordance with Questions and Answers Round 1, Response 222, the Contractor will have access to Google Analytics for parks.ny.gov.</p>
25			<p>What is the ultimate business benefit of people coming to the website? How do site visits translate into increased funding, increased revenue, or other business metrics for the State (vs. simply visiting the parks directly)?</p>	<p>While there are transactions related to revenue such as annual pass purchases, camping reservations, and attendance in general, as a state government agency the primary benefit is providing accurate and timely information for users to have an enjoyable experience when visiting our parks and sites.</p>
26			<p>How many stakeholders should we plan to interview to get a complete picture?</p>	<p>Please see Questions and Answers Round 1, response #58.</p>

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27			In addition to the stakeholder interviews, will we have reasonable access to key stakeholders throughout the project for workshops, follow-ups, etc.?	Please see Questions and Answers Round 1, response #58.
28			<p>You state that you're looking to "identify the most effective methods for reaching OPRHP's target audiences" (2.3 Market Analysis and User Research). Please confirm whether recommendations should include paid, owned and earned media.</p> <p>a. If it includes paid media, what is the current spend?</p> <p>b. If it includes owned media, what platforms are currently available (i.e., in-park, website, social channels, partner platforms, etc.)</p>	Contractor shall offer a combination of approaches based off of the results of their user research and market analysis.
29	2.1	15	Regarding "Exposing certain content via API...", Approximately how many endpoints are needed? Is the application of security to protect the endpoints from abuses needed? Is there a sense of how many requests and different types of requests the 'Parks applications' will be making?	There are 28 GET endpoints hosted on NYS ITS Akana environment which is protected by the Basic Auth. NY State Parks Explorer mobile app uses these services to read data from CMS and publish in mobile app. We do not have statistical information. See Exhibit 7 OPRHP Website Architecture.
30	2.1	16	Would PRHP be open to using the suppliers Jira board instead of NYS's as it would be highly customized to support this work?	The Contractor is required to use NYS's Jira.
31	2.1	16	Can any detail be provided about which scanning tool or tools will be in used for security and performance testing? Are you looking to the supplier to advise in this selection?	This information is not available to be shared. We are not looking for the Contractor to advise.

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32	2.3	17	User interviews & customer research: What, if any, restrictions does NY place on recruiting participants for user testing, surveys, interviews, and the like? Can we compensate user testing participants, and will there be a budget for that?	Please see Questions and Answers Round 1, response #51.
33	2.3	17	What existing analytics data will be available when reviewing the current site?	The vendor will have access to parks.ny.gov Google Analytics at the start of the project.
34	2.3	18	Are the 'profiles' mentioned here audience profiles or user personas (also user persona, user personality, customer persona, buyer persona)?	Profiles mentioned in Section 2.3 are audience profiles.
35	2.4.2	19	What is meant by "web tool variable?"	See RFP Amendment 2, this requirement has been modified.
36	2.4.2	19	What's the smallest size phone screen you foresee needing support for?	OPRHP does not desire to target a specific screen size. The Contractor should employ responsive web design to support a range of devices.
37	2.4.2	19	What is meant by "Batch visual designs"?	Whenever possible, designs ready for review should be coordinated and combined and sent in a batch rather than a singular file.
38	2.6.1	22	404 monitoring - Does PRHP already pay for any scanning services or software?	The new site will use Siteimprove, supplied by ITS.
39	2.7	23	Is there a specific format that is expected for the Runbook? Also an operating manual has already been mentioned. Does the Runbook need to be separate from the manual? Can it be a chapter in the manual?	The Technical Runbook must document all connections, processes, and other dependencies beyond the standard platform; its final format shall be mutually decided between the Contractor and OPRHP.
40			Are there any specific deadlines (e.g., fiscal year, contract expirations) that might impact the timeline for this project?	Please see Question and Answers Round 1, response #84. See also response to question 120 in this document.
41			Have any firms assisted with the development of this RFP?	No firms have assisted with the development of this RFP.

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42			Are there designers on staff (web, interactive, graphic, motion) that we would be working closely with or deliver design files to?	Yes, the successful bidder will work with OPRHP, ITS and NYS Digital Services.
43			Is there an incumbent? Will they be bidding?	Please see Question and Answers Round 1, response #8.
44			Is there any preference for local vendors?	No preference (scoring) is made for local vendors.
45			What is the budget for this project?	Please see Question and Answers Round 1, response #5.
46	2.7	23	How many levels of users are needed?	To be determined during the discovery phase of the project. Our agency is comprised of eleven regions, a headquarters and multiple bureaus. Roles and permissions to consider include but are not limited to: administrators, editor, and contributor roles. See Exhibit 6 Website Requirements, #26
47			Do you expect to reuse a lot of the existing Drupal configuration, or should we plan to start over with a new Drupal config?	There is no existing Drupal configuration. OPRHP's current website is a Web application created using the following technologies: Microsoft .Net, SQL Server database, VB.Net.
48	2.1	14	How many content types are in use on the current site?	To be determined during the discovery phase of the project. Content types may include but are not limited to news, events, and landing pages.
49		8	Please provide the average monthly numbers for page views of the websites combined (to the nearest 100K is fine)	Total pageviews for peak season May through September 2023: 9.5 million. See Question #323 in Round 1 for additional metrics.
50			Do you require 24/7 support access in the case of critical (site availability) issues?	Please see RFP Section 2.10 Project Support and Maintenance.
51			Do you expect copywriting or editing services as part of engagement?	Please see Questions and Answers Round 1, response #21.
52			Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed	OPRHP confirms this understanding.

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53			We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?	Yes, in accordance with the RFP including but not limited to Section 7.9 Storage of Data, Access and Location.
54		1	Is Self-Performing as an MBE acceptable to meet the stated M/WBE requirement?	A Self-Performing certified MBE contractor may satisfy the MBE requirement, dependent upon the amount of the contract they retain; however, an MBE contractor must still meet the WBE requirement, and vice versa.
55		1	Is it possible for one firm to meet multiple diversity requirements (i.e., can a firm be utilized as a WBE and SDVOB for the purposes of meeting the needed percentage?)	Please see Questions and Answers Round 1, response #1.
56	3.3	37	For submission is either email or hardcopy acceptable?	Please see Questions and Answers Round 1, response #7.
57			What custom modules currently exist on the site?	None. Please see response to question 47 in this document.
58			Are the 800 hours for additional enhancement considered inclusive of or in addition to the Two (2) years post-launch technical support?	EZ: Please see Questions and Answers Round 1, response #98.
59			Does OPRHP have available staff to support some aspects of content migration?	Yes.
60			Can OPRHP help support the recruitment of users for research?	Please see Questions and Answers Round 1, response #51.
61			How many stakeholders will be involved in approving deliverables like wireframes and design comps?	When designs are proposed for approval they will be evaluated by OPRHP, ITS and NYS Digital Services.
62			How many content types exist on the current site and what are they?	To be determined during the discovery phase of the project. Content types may include but are not limited to news, events, and landing pages.
63			What are the types of user roles that are needed for the new site?	Please see response to Question 46 in this document.
64			Would WCAG 2.2 AA be considered an acceptable level of accessibility?	EZ: Yes, please see Amendment 1 to the RFP.

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65			Can you elaborate on the specific functionalities or features envisioned for the website?	Please see RFP Section 1.3 Purpose and Exhibit 6 Website Requirements.
66			Are there any existing websites or applications that serve as inspiration for the project?	Please see Questions and Answers Round 1, response #125
67			Does OPRHP have a content management strategy in place? If so, how will existing content be migrated to the new website, and what ongoing content management processes are expected?	Please see Questions and Answers Round 1, response #166.
68			Could you provide a more detailed breakdown of the project timeline and budget expectations?	Please see Questions and Answers Round 1, response #5.
69			Drupal Version: Does OPRHP have a preference for a specific Drupal version?	All relevant information has been included in the RFP, including Section 1.3 Purpose which describes the intent for a Drupal 10, or the latest stable version at launch, implementation.
70			Third-Party Integrations: Are there any specific third-party integrations or APIs that need to be considered during development?	Please see Questions and Answers Round 1, response #11, #91, and #299.
71			Security Protocols: What security protocols and compliance standards must the new website adhere to?	All relevant information has been included in the RFP, including Section 7.1 New York State Information Technology Requirements.
72			While the RFP doesn't explicitly state experience requirements, can you elaborate on the level of Drupal expertise you seek for this project? Are there specific Drupal modules or functionalities considered critical?	See Section 2.14 Key Personnel for relevant staff experience. See RFP Section 2.5 Development and Exhibit 6 Website Requirements for Drupal module functionality needs.
73			Is there a preference for individual developers or agencies to handle this project?	This bid solicitation is open to any vendor that meets the requirements and can provide all necessary services stated in the RFP.
74			Does OPRHP have any specific accessibility guidelines or standards the new website must meet?	All relevant information has been included in the RFP.

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75			Does OPRHP have a plan for ongoing website maintenance and support after launch? If so, are there any specific expectations for the development team?	EZ: All relevant information has been included in the RFP, including Sections 2.10 Project Support and Maintenance and 2.11 Ongoing Enhancements.
76	2.1	14	Has OPRHP conducted any user research?	EZ: Please see Questions and Answers Round 1, response #15.
77	2.1	14	Are there research-based personas already created?	Please see Questions and Answers Round 1, response #18
78	1.3	8	How many content contributors does your content management system support?	This number can vary. At this time we have approximately 80 staff with varied role based permissions.
79	2.1	14	Have you conducted a content inventory and audit?	We have begun a content audit and ROT analysis
80	2.1	14	What is the project budget (or range)?	Please see Question and Answers Round 1, response #5.
81	2.1	14	How will OPRHP resource this project? What are the assigned resources?	OPRHP resources have been assigned to this project and will be managed by OPRHP at its sole discretion.
82	2.1	14	Are you accepting bids from states other than New York?	Please see Question and Answers Round 1, response #3.
83	2.1	14	Is there an incumbent for this contract or project?	Please see Questions and Answers Round 1, response #8.
84	2.1	14	What are the expectations for remote vs. in-person work?	In-person desk and office space will not be provided to Contractor staff. In-person meetings, working sessions, etc. may be considered by OPRHP upon Contractor request.
85	2	16	Please let us know if Acquia is participating in the bidding process, either as a technical consultant involved in preparing this RFP or as RFP bidder.	In accordance with RFP Section 1.5 Downstream Prohibition, OPRHP did not involve an external contractor in developing these specifications. OPRHP is not aware of its Proposers until a proposal is submitted.

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86	2		<p>The RFP mentions technical audits by OPRHP, ITS, NYS Digital Services and Acquia.</p> <p>Would it be possible to review recent audits of publicly facing parks.ny.gov by OPRHP, ITS and NYS Digital Services to identify any issues currently present and deemed acceptable on parks.ny.gov?</p>	No audits have been performed; this information is not available.
87	2		Alternatively, please provide samples of current technical documentation for parks.ny.gov that cover testing and acceptance standards as applied to parks.ny.gov by OPRHP, ITS and NYS Digital Services.	This information is not available.
88	2	16	the RFP mentions content review by NYS Digital Services: "OPRHP will request a content review from NYS Digital Services to verify content type best practices are being followed"	This is confirmed.
89	2		<p>There are multiple mentions of content migration in RFP, but no mention of content creation.</p> <p>Please advise how content migration reconciles with content type best practices review by NYS Digital Services.</p>	The vendor will be required to provide general recommendations for content based on market research findings, mobile accessibility and information architecture utilizing content type best practices.

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90	3.2.1.5	34-35	<p>We are trying to determine the exact scope of the response that is necessary for 3.2.1.5. We note the following:</p> <ul style="list-style-type: none"> -Some items are numbered, while others, within the introduction to the section, are not (ex. deliverables package structure, project approach, project management methodology, project plan, executive summary, project management plan) -Some items might be redundant (ex. executive summary, vs. summary of the strategies and methods the proposer will use, vs. project approach, vs. approach to produce each deliverable; also schedule and work breakdown structure could potentially be one-in-the-same item) -There may be some overlap and inconsistencies in terminology (ex. project approach, project management plan, project plan, etc.) -Some items seem to be embedded in awkward spots (ex. explanation of the project management tool seems to be a subsection of the schedule) -Some items might be better addressed elsewhere (ex. staffing plan information could be moved to 3.2.1.6, so that all staffing information is in one place) <p>Accordingly, we would like to request clarification on the precise nature of the desired response for 3.2.1.5. If possible, for absolute clarity, please just provide a simple, straightforward, streamlined, non-redundant list of the major desired subsections.</p> <p>(ex. 1- project summary, 2- work breakdown structure and schedule, 3- communication plan, 4- day-to-day management practices and progress tracking, 5- support and maintenance procedures, 6- risks and mitigations, 7- quality assurance, 8-deliverables list, 9- KPIs, 10- use of subcontractors)</p>	<p>1 - project summary, 2 - project schedule (a base timeline, phases, deliverables, milestones, proposed dates and duration, approvals, reviews, check points) 3 - PM methodology, critical path charts, proposed approach to implementation 4 - work breakdown structure, 5 - resources matrix & staffing plan, roles and responsibilities 6 - communication plan, 7 - innovative project management techniques, 8 - limitations of support and maintenance services, 9 - risks log and mitigation plans, 10 - Quality Assurance plan, 11 - Key Performance Indicators and how they will be tracked.</p> <p>Bidders should follow the proposed structure and provide additional details as needed, being mindful to ensure all elements are addressed and, if necessary, providing a crosswalk to reference the RFP response elements to the Bidder's proposal where helpful and appropriate.</p>

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91	Round 1, Q&A #9		<p>The response indicates that the back end of Drupal must be “designed.” Please clarify the intent here. Respond to EACH of the following.</p> <p>a. Does this mean creating a custom back end theme from scratch? Or applying a standard backed theme, like Claro or Gin? Or does it mean selectively adjusting the styling/appearance of particular portions and features in the back end? Or does it mean configuring necessary administrative functionality? All of these? Something else?</p> <p>b. Is the State looking for custom back end interfaces? If so, please explain the relevant expectations further. What particular aspects of the system would need to be customized?</p>	<p>a: We expect the bidder to start with the Drupal core admin theme or another widely used contributed theme, and to customize it as necessary to meet the needs of OPRHP staff.</p> <p>b: We expect the bidder to customize the backend interface as necessary to meet the needs of OPRHP staff but we cannot predict what may be required. See section 2.1 Scope of Work and Exhibit 6 for website requirements.</p>
92	Round 1, Q&A #24		<p>Will the contractor need to play any role in crafting/advising outreach and advertising/marketing materials? If so, please explain.</p>	<p>Please see Questions and Answers Round 1, responses #24; #205</p>

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93	Round 1, Q&A #77		<p>The Q&A indicates, “Contractor will be responsible for developing and implementing an error free solution [and] is expected to provide a content QA plan to capture and resolve content errors.”</p> <p>We interpret this to mean that the successful contractor will likely be responsible for helping the State to proof content. Please provide some further clarification around relevant expectations. Will the State be satisfied with a genuine, good faith effort to proof content? Or does the State really expect that the content will be absolutely pristine and totally free of any errors whatsoever – with not a single typo or comma out of place? The latter scenario would be a much higher bar, potentially requiring considerably more time and effort.</p> <p>(We are just looking for some assurance that the State will be somewhat reasonable in any proofing expectations.)</p>	<p>Contractor is expected to comply with all ITS policies, including NYS-S13-002. OPRHP expects the Contractor to apply reasonably commercial efforts to correct typographical and grammatical errors in relation to how the content is displayed on site pages.</p>
94	Round 1, Q&A #107		<p>The Q&A indicates that the, “vendor is expected to address issues that may occur during translation.” What would be involved here? What sorts of scenarios is this referencing? What sorts of issues might need to be addressed? Please provide some further explanation and/or examples, so that we can better understand the scope of the State’s expectations.</p>	<p>If the content on the page is not machine translatable due to programming, styling, or other issues, it is expected the bidder will address it. A common issue is right-to-left languages not flowing correctly due to left-to-right centric styles.</p>
95	Round 1, Q&A #155		<p>Does the State expect GA4 customization? If so, in what regards? What sort of customization would be necessary?</p>	<p>Please see Questions and Answers Round 1, response #317.</p>

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96	Round 1, Q&A #156		<p>The Q&A made reference to the new platform handling “the majority of content for future digital and social campaigns.”</p> <p>Will the new Drupal implementation actually be expected to handle publication across social media channels? Or will it just be storing pertinent content for periodic manual reuse? Please explain any relevant functional expectations.</p>	<p>The new Drupal implementation is not expected nor required to handle publication across social media channels. Website content will be repurposed manually as needed for digital and social campaigns.</p>
97	-		<p>Please confirm that bidders do not need to include any costs for third-party resources that are presently in place (ex. NetApp, Akana). If these costs must be factored, please let us know exactly which resources would need to be sustained under our proposed fixed price. Where applicable, designate any minimum specifications for the necessary product/service packages that would need to be maintained.</p>	<p>The Contractor is not responsible for any third party resources presently in place by OPRHP or ITS.</p>
98	Round 1, Q&A #198		<p>There is some confusing language here that recurred in a few Q&A items. Please confirm that the Explorer App will be calling to the Drupal platform for content updates (this is not quite what the Q&A indicated, but we believe this was likely the intent).</p>	<p>See Exhibit 7 OPRHP Website Architecture. The content for mobile app consumes around 23 AKANA APIs to retrieve application content, image and documents from CMS database.</p>
99	Round 1, Q&A #324		<p>The Q&A indicates that the contractor “will be expected to be responsive to Site Improve reports.”</p> <p>In what ways would we need to be responsive? What does this mean? What exactly is the scope that would need to be accomplished? (Does this mean technical remediation, content remediation, ongoing UX updates, something else?)</p>	<p>This primarily refers to accessibility issues, which all NYS entities are legally required to address. It is expected the contractor will either correct the issue within a reasonable time period or work with OHRHP to mitigate the issue.</p>

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100	Round 1, Q#A 358		<p>We have done similar sorts of integrations in the past, for conservation departments in other states. On some occasions, the necessary degree of data schema transformation (from site to app) has been quite significant (>500 hours of effort involved). Please respond to each of the following: 1. Exactly what types of content need to be exposed to the explorer app via the API? Are there specific content/data examples that the State could share?</p> <p>2. Will it be necessary for the API to expose content/data in multiple languages?</p> <p>3. Can the State please provide some clearer sense of the scope and extent of the data transformation that would need to be accomplished by the Drupal implementation. If possible, provide some examples/samples.</p> <p>4. Given that there is no way for us to yet know the precise scope of necessary transformation, would the State please confirm that it would be reasonable for bidders to assume, at this point, that any transformation could be handled by the app, per your present response to Q&A #358. If it later turns out that the transformation does need to be handled by the site, a contract modification could then be arranged. Would this be agreeable?</p>	<p>1. See Question and Answer Round 1, response #299.</p> <p>2. No.</p> <p>3. This will be determined and clarified as part of the discovery phase.</p> <p>4. Bidders shall provide a response in accordance with the available information in the RFP and all associated documents, including the Questions and Answers documents. Additionally, see Questions and Answers Round 1, response #198. OPRHP declines to agree to any contract modifications at this time.</p>

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101	Round 1, Q&A #49		<p>This item indicates that we may be expected to provide HTML snippets for skinning the explorer app and/or other applications. Please respond to EACH of the following:</p> <p>a. Please confirm that we would strictly be providing a single, basic, standardized, static page template (header, footer, body, text styling, etc.)</p> <p>b. If we need to do anything more than a single static template, as described above, please explain further. If possible, provide an itemized/enumerated list of the external interfaces and components that would need to be addressed.</p>	<p>The Contractor is expected to produce an HTML template or snippets of code to be used in reskinning or updating the appearance of OPRHP applications to match the website. This template would provide a basic page design needed for a better user experience.</p>
102	Market Analysis and User Research (Section 2.3)	17	Can we assume that contact lists for recruiting focus groups and/or sending survey links can be created from the sites current "signup for news and updates" feature	See Questions and Answers Round 1 response #59
103	Market Analysis and User Research (Section 2.3)	17	Does OPRHP have any email lists that can be utilized to get people to participate in market research. If so, are they segmented by interest? For example, "hiking", "historic places", etc.	See Questions and Answers Round 1 response #59
104	Market Analysis and User Research (Section 2.3)	17	Is OPRHP willing to send out any communication (that we would develop) to get people to participate in market research (the invitation would be more credible coming from OPRHP.	See Questions and Answers Round 1 response #59
105	1.3 Purpose > Our Principles > NYS Branding	8	Is there a NYS Drupal distribution, or a base theme, that should be used as a starting point for this work?	No

No.	IFB Section	IFB Page	Question	Response
106	1.3 Purpose > Our Principles > NYS Branding	8	How does this project fit in with the WebNY Initiative?	Please see RFP Section 1.3. OPRHP is updating its website in support of the ITS WebNY Initiative.
107	2.1 Scope of Work - services sought	15, Bullet F.5	A required service is listed as “Useability Test Plan.” Can you please elaborate on what you would expect this to include?	<p>Components of a usability test plan include but are not limited to Recruitment of Participants, Key Objectives, Information about Participants, Research Method, Scenarios, Tasks, Questions, Timelines, Results, Analysis of the Results, and Plan to Apply Results.</p> <p>See Questions and Answers Round 1, Response #51 regarding recruitment of participants.</p>
108	2.1 Scope of Work - additional services	15	An additional service requested is “Functionality that allows content editors to create layouts in a table-like format from a WYSIWYG tool.” Can you please elaborate or provide an example URL on the current site that achieves this goal? Are you asking for a mobile-friendly data table interface or something else?	Please see RFP Exhibit 6, Requirement 9. Within the CMS Content editors need the ability to create tables and add/edit/remove cell content within the CMS on any webpage. Tables need to be part of a responsive design. This is currently not available on our website.
109	2.1 Scope of Work - additional services	15	Is there a need to support public visitor comments on any content types, including migrated blog content?	To be determined during the discovery phase of the project.
110	2.1 Scope of Work - additional services	16	The team is expected to work within the NYS ITS-owned JIRA instance. Will there be pre-existing workflows, project settings, issue types, issue type schemes, reporting dashboards, etc. established within the current instance? Or is the expectation that the chosen partner will be required to facilitate this set-up?	The contractor is expected to work within the NYS ITS-owned JIRA instance. The Contractor will be provided preexisting workflows and settings. Some customization may be considered at the sole discretion of OPRHP.

No.	IFB Section	IFB Page	Question	Response
111	Section 2.1	Page 16, Additional Functionality	Why is the proposed project not being designed and developed by the NYS IT team? They state that they offer web design and development services as part of WebNY. https://its.ny.gov/nys-digital-infrastructure	This information is not relevant to this procurement.
112	2.6.1 Content Migration Plan	22	Will campgrounds (State Parks) facilities need to be migrated? If so, will a copy of the current "NYStateParks CMS Database" be made available for direct queries to this data?	All facility content (parks, historic sites, golf courses) on parks.ny.gov will need to be migrated. See response from Questions and Answer Round 1, #225.
113	2.6.1 Content Migration Plan	22	Will events data need to be migrated? Where are these events currently managed (NYStateParks CMS database, external feeds)?	Yes events data will need to be migrated. The event calendar is an ASP .Net page. The calendar reads data from the CMS database based on users search criteria and displays results on Parks Website. See response to Questions and Answers Round 1, #301
114	2.6.1 Content Migration Plan	22	Do you still intend to utilize Google Maps embedded in the site for state park facility directions? Or is the current offsite link sufficient?	We will not be using Google maps and will replace them with embedded ESRI maps.
115	2.6.1 Content Migration Plan	22	Is it acceptable to ignore any inline Javascript tags that are present within existing page markup during the migration?	After a thorough discovery the Contractor should have an understanding on what content should be filtered for migration.
116	2.6.1 Content Migration Plan	22	Is the migration of all content (text, images, PDFs, comments) from https://nystateparks.blog/ required?	Yes
117	3.2.1.5	34	It is stated that Agile Methodology is preferred. Who on the NYS side will serve as the Product Owner? And will this be their primary role & responsibility? If not, what other functions outside of the web work will compete for this stakeholders time?	Please see RFP Amendment 1 wherein this requirement was amended to state Usage of Agile Methodology is required. Please see Questions and Answers response #69 regarding Product Owner.

No.	IFB Section	IFB Page	Question	Response
118	7.2 Accessibility	55	The RFP states "The Contractor must supply TTY (teletypewriter) capability in compliance with the Americans with Disabilities Act." To clarify, is that so that a member of your team can contact our team and communicate via TTY?	The Contractor's responsibility for TTY capability is for internal OPRHP communications, if necessary.
119	Exhibit 6	Page 7, row 37	Please expand upon the phrase "expand file name conventions" with a specific example.	We need the ability to an assign alias to any page as well as create new page URLs and expand URL paths within the CMS.
120	Follow up to Round 1 Questions & Answers	Question #84, Page 11	The answer states that your office does not "want to launch the new website during the OPRHP peak operating season May - September." With the signing of a contract in July 2024 and a stipulation that the site must launch within 12 months from contract signing, there are only 9 months remaining between July and May 2025 from which the site can be launched. Is your team prepared to conduct all of the required activities within a 9 month window?	Contract approval is anticipated to be in late September. If the website build is completed during peak season, OPRHP may consider waiving the requirement for launch within one year of contract approval to facilitate a launch during the off peak season. Please see response to response 21 in this document.
121	Follow up to Round 1 Questions & Answers	Question #84, Page 11	A follow-up to the above point. One thing we have seen slow down a project are user testing requirements and interviews. While we believe in testing with users, the number of required elements to test can slow down the process: interview project stakeholders and users, usability test the IA, and test the creative designs (5-second test, we imagine). What are the priority items OPRHP would like to see tested, and are all the tested and interviews listed above required for this project before launch? Will there be an opportunity to include user feedback in post-launch, iterative improvement activities?	Through the discovery phase OPRHP expects the Contractor to help identify what the future website priorities would encompass. An example of items we want to test include search functions, and event calendar. Iterative improvement activities may be considered by OPRHP.

No.	IFB Section	IFB Page	Question	Response
122	Follow up to Round 1 Questions & Answers	Question #84, Page 11	A follow-up to the above point. To meet a 9-month timeframe, would it be acceptable to have some of the deliverables occur post-launch and into the May-September timeframe? Specifically, at this stage, we think delivering the Automated regression testing, Feature documentation in the Github Wiki, Exports of all Materials, Maintenance Scripts, HTML templates to be used by Parks applications, and Google Looker Studio into a post-launch delivery window. To be clear, all elements would be delivered within a 12-month window, but some may fall in the May-September timeframe.	Please see response to Question 120 in this document.
123	Follow up to Round 1 Questions & Answers	Question 359	The answer states “All PDF's will need to be migrated” and we understand from the RFP that there are about 4,000 PDFs. PDFs are notoriously inaccessible when not authored correctly, and are difficult to maintain in multiple languages. Is there a plan to turn more PDFs into web pages, or do you anticipate these discussions are to be had with the Content Specialist?	OPRHP has begun an initial phase of a ROT analysis. The current PDF inventory will be reduced in volume. Some will be deleted, some will be modified or repurposed into webpages and some will be migrated. The quantity of PDF migration has not yet been determined.
124	Follow up to Round 1 Questions & Answers	Question 141	The answer includes user action for “finding a safe boating course” — this functionality currently links offsite to: https://www.registered.com/programs/new_york/252-new-york-safe-boating-course Is this expected to continue, or is the intention to bring this feature back on site?	The Contractor is not expected to integrate these functions. If during review of user journeys it's found that some light integrations (embedding an external form, embedding a map, embedding a snippet of code, designing special CTAs to OHRHP applications, etc.) will benefit the user, OPRHP expects the Contractor to accommodate the need.
125	1.3	7	How much change do you expect there to be to manage content model based changes on the web and subsequent changes on the app?	See Question and Answer, Round 1 response #198; #358;

No.	IFB Section	IFB Page	Question	Response
126	1.3	7	What are the changes (if any) on that app that we should know about that will impact this project?	Changes to the Explorer app during the development of the website have not yet been determined but if applicable will be coordinated with the vendor. Please see Questions and Answers Round 1, Response #300.
127	2.1	15	To help us better scope workshop sessions in our Discovery phase, we tend to limit workshops to a group of 6 to encourage active participation. Considering the number of stakeholders / teams involved in this project, will that size of workshop be adequate? Should we accommodate a larger group through multiple sessions with similar objectives?	See Question and Answers Round 1, responses #119 and #58.
128	2.14	28	What is the involvement of your in-house UX team on this project? For instance, do you anticipate that your team will be responsible for delivery of activities during this project? Or is their involvement more at the contributor/feedback level?	The Contractor will be required to work with ITS and NYS Digital Services UX teams. All designs proposed will be evaluated and require approval by OPRHP, ITS and NYS Digital Services.
129	Q&A Responses	22	Based on question response 165 in the first round of Q&A, should we include the migration and the development of the blog in-scope for this project?	Yes.
130	N/A	N/A	Can we add supplemental files for detailed explanations or examples (such as Smartsheet or PDF)?	Bidders may include supplemental files for detailed explanations or examples in PDF format, in accordance with RFP Section 3.2 Proposal Format and Content.
131	7.9 Storage of Data, Access and Location	56	Does Data refer to source code as well?	Data as used in this section is defined in Section 1.12 Glossary.
132	7.9 Storage of Data, Access and Location	56	Are we allowed to use offshore developers for this project? We have offices in South and Far East Asia, Europe. Can we bring our resources from international sectors?	Please see Question and Answers Round 1, responses #44 and 45.

No.	IFB Section	IFB Page	Question	Response
133	2.14 Key Personnel	27	Follow up question about "Designing backend user interfaces;" - how much customization is expected beyond the standard Drupal 10 admin UI theme? Is the design requested here visual design or information architecture/content modeling design? If it is visual, would you be able to provide a screenshot from another NY State Drupal backend showing the level of design customization you are expecting?	We expect the bidder to start with a the Drupal core admin theme or another widely used contributed theme, and to customize it as necessary to meet the needs of OHRHP staff. Screen shots are not available. See Question and Answers Round 1, responses #91, #96, and #319.
134	2.4	19	Follow up question about copywriter. You mentioned OPRHP will develop written content internally. Would we able to integrate all copy needs into our schedule and ensure copy is delivered to apply into the design templates for final approval?	Bidders may propose copy needs into their proposed Project Management Plan, which will be finalized post award in mutual consideration with OPRHP. Additionally, please see Question and Answers Round 1, response #21.
135	3.2.1 Technical Proposal	32	3.2.1.3, page 33, states that Attachment 3: Minimum Qualifications - References should be included in the Technical Proposal. Yet in section 3.2.3.2, page 36, states that Attachment 3: Minimum Qualifications - References should be included as part of the Administrative Proposal. Please clarify which proposal volume we include Attachment 3.	This has been clarified as part of Amendment 2 of the RFP, released with these Q&As. Attachment 3 must be included in the Technical Proposal volume of the submission.
136	N/A	N/A	Are there existing NYS brand guidelines and/or parks digital guidelines? If so, can you please provide or provide reference to.	All relevant information is included in the RFP, including Section 2.4.2 Design and Branding and Exhibit 5 NYS Branding Overview Guidelines.
137	Attachment 1: Financial Proposal	N/A	Deliverable 1: Section 2.3 Information Architecture, Design and Branding - this seems like a typo and should be "Market Analysis and User Research"	Please see Amendment 1 to the RFP.

No.	IFB Section	IFB Page	Question	Response
138	Questions and Answers Round 1	Q7	In question 7 of the R1 Questions and Answers, it is stated that we can submit electronically. In the Amendment 1 Memo - Section 13 - it is stated that we need to submit hardcopies or send a flashdrive. Does electronically mean we can submit it by email? Or does it mean that we still have to send a flashdrive in the mail?	Item 13 of the Amendment 1 Memo addresses changes to the Hardcopy Bids Section, wherein a Hardcopy Bid shall consist of Hardcopies and a physical copy of electronic submission (i.e.: the proposal in electronic format on a flash drive). As clarified in Questions and Answers Round 1, Response 7, Electronic Submissions (Section 3.3.2) are preferred; however, Bidders may elect to submit via Hardcopy (Section 3.3.1) instead.
139	1.3	8	Could you specify any critical milestones or phases within the project timeline that are not detailed in the RFP?	See response to question 40 in this document.
140	2.4	18	Are there additional third-party services or applications that might need integration with the new Drupal CMS beyond those listed in the RFP?	See Question and Answers Round 1 responses #11, #91, #96, and #319.
141	2.5	19	Can you elaborate on the specific user roles and permissions expected within the new Drupal CMS?	Please see response to Question 46 in this document.
142	2.6	22	Are there specific challenges or issues with the current content management system that we should be aware of during the migration process?	Please see Questions and Answers Round 1, response #166.
143	2.1	23	Beyond the 800 additional developer hours, are there any other ongoing support or maintenance tasks that the vendor should be aware of?	Please see Questions and Answers Round 1, response #2.
144	2.12	25	What are the minimum performance requirements that must be met before the site is deemed acceptable for launch?	Please see Questions and Answers Round 1, response #20.
145	2.3	17	How many end-users and stakeholders are expected to participate in usability testing, and what is their demographic breakdown?	Numbers of end-users and stakeholders for user testing is not available at this time. See Question and Answers Round 1, response #119.

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146	3.2	34	What are the expected format and frequency of the periodic reviews from ITS and NYS Digital Services?	OPRHP will work with the Contractor to determine a mutually agreed upon schedule.
147	1.3	8	To what extent can we deviate from the existing branding guidelines in terms of color schemes, layouts, and overall design?	Please see Questions and Answers Round 1, response #192.
148	2.3	17	Q:119 Clarified "OPRHP is looking for quality data from a variety of user groups. We are seeking a better understanding of user behavior, journeys, interests and challenges..." How long do you expect the initial discovery and research phase to be?	Please see Question and Answers Round 1, response #245.
149	2.5.5	20	How many design directions will the vendor have to create? How many design reviews does OPRHP estimate will be needed after the initial discovery phase and a design direction has been chosen?	There is no minimum or maximum number of design directions the vendor must provide. The vendor must provide a design direction that meets the criteria outlined in RFP Section 2.4.2 Design and Branding, including the outlined deliverables.
150	2.3	17	To confirm: Discovery phase will include both primary and secondary ("desk") and remote and in-person approaches?	It is up to Contractor to determine the best method.
151	2.3		What are your expectations for the number of personas/user journeys (derived from old and newly discovered, if any, audiences)? We recommend 4-6 for this type of redesign	Please see Questions and Answers Round 1, response #119.

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152			<p>Q:175 Clarified “Examples of user interactions include but are not limited to: searching for a park, purchasing a pass, filtering events by location or theme, viewing a map...”Given the above clarification, are the following links (pages) included in the scope of work?</p> <p>a. Buying a pass– https://shop.parks.ny.gov/</p> <p>b. Finding a safe boating course– https://www.registered.com/programs/new_york/252-new-york-safe-boating-course</p> <p>c. Campsite reservations– https://newyorkstateparks.reserveamerica.com/</p>	The websites noted are outside the scope of work.
153	2.1		<p>Under: Implementation of Acquia Pipelines as the Continuous Integration tool</p> <p>Does OPRHP expect initial DevOps to be part of the scope of work?</p>	The bidder is expected to install and configure Acquia Pipelines, as well as maintain the system while under contract. A service account will be provided to make the connection.
154			<p>Q:180 Clarified “The vendor will address downtime caused by the application as part of general support and maintenance”</p> <p>Does OPRHP expect cloud orchestration, infrastructure and analytics monitoring to be included in the Scope of Work?</p>	The Contractor is expected to be available if the site goes down because of coding or configuration issues, which may include incompatibilities with the platform. The Contractor may also be asked to troubleshoot issues with ITS and Acquia. Monitoring is handled separately and is not needed from the Contractor.

No.	IFB Section	IFB Page	Question	Response
155	3.2.1.5	34	In the first round of Q&A it was mentioned that OPRHP does “not want to launch the new website during the OPRHP peak operating season May - September.” If the contract start date is between August - September, would OPRHP prefer a timeline with deliverable completion in October, or would you prefer a timeline that strictly adheres to deliverables completed “within one (1) year after the Contract is fully executed”	Please see response to question 120 in this document.