

April 17, 2023

To: All Potential Respondents

From: Ashley Jared, IFA Issuing Officer

Subject: RFP IFA 03-05 State of Iowa Demographic, Economic and Housing Profile Request for Proposals

Addendum 1 Answers to Questions

Please amend the subject RFP to include answers to the following timely received questions.

- 1. Are there any technical or logistical constraints that we should be aware of?**
 - a. There are no additional threshold technical or logistical constraints or requirements above those listed in Section 2 of the RFP.

- 2. Are there any specific requirements for the team that will be working on the project?**
 - a. IFA prefers teams with previous experience creating statewide demographic, economic and housing profiles, as outlined in the RFP.

- 3. How will the success of the project be measured?**
 - a. The project's success will be measured through a combination of factors, including its ability to successfully fulfill the requirements and specifications outlined in the RFP, customer service, the ease of the user experience in accessing the data and the project's ability to effectively tell the Iowa's economic and housing story, including current and future housing needs.

- 4. Regarding RFP Section 3.1.5. "If a Contractor proposes more than one solution to the RFP requirements, each shall be labeled and submitted separately, and each will be evaluated separately." Does this meant that separate proposals should be submitted for alternate solutions from the same team, or should alternate options simply be labeled within the same proposal documents? For example, if one firm offers two different solutions, should two technical and cost proposals be submitted or only one technical and cost proposal that identifies and labels the two options?**
 - a. If more than one solution is proposed by the same firm, the firm must submit full and separate proposals for each solution. Each proposal will then be reviewed and scored as a stand-alone submission.

5. **Regarding RFP Section 2, Specifications: Does the State of Iowa have a preference for a specific technology platform when it comes to developing dashboards and managing data (e.g., Esri/ArcGIS, Tableau, Power BI, etc.)?**
 - a. While there is no preferred technical platform, the aesthetics and user-experience in terms of accessing the data and understanding Iowa's housing story from the data presented is critical to the success of the platform. As stated in the RFP, each proposal must specify its hosting specifications and security measures as well as an explanation of how the platform will meet the technical requirements set forth in Section 2.
6. **Regarding RFP Section 6, Contractual Terms and Conditions: Can the IFA please provide a copy of your Standard Agreement / Terms and Conditions?**
 - a. IFA's standard template contractual terms and conditions are attached to these questions and answers as supporting documentation.
7. **Is this dashboard project funded with state or federal funding?**
 - a. The dashboard will be funded with Iowa Finance Authority general funds.
8. **Are there any restrictions or requirements associated with the funding source?**
 - a. There are no further requirements other than those specified within the RFP.
9. **Are the dashboard and profile analysis completed in 2022 still functional? Would we be building upon them, or would this dashboard be a separate one? Why is IFA commissioning a new dashboard? Please, provide us with a copy of the dashboard and profile analysis.**
 - a. No. The 2022 Iowa Profile is no longer functional. The selected vendor will be tasked with creating a new analysis and supporting dashboard. IFA's contract with the previous vendor has been terminated. While the dashboard is no longer available, IFA will post the 2022 statewide report and executive summary as supporting documentation, along with these questions and answers.
10. **Do you have a list of data sources that the vendor will need to access to complete the project, including any proprietary data sets only available from the State of Iowa government agencies? What is the level of digitalization of data sets available from the State of Iowa government agencies?**
 - a. IFA is seeking proposals that include suggested data sources to leverage to best meet our stated objectives. We have no firm, required data sets, although in the past, our vendor has acquired driver's license data from the Iowa Department of Transportation.
11. **Can this dashboard be hosted (embedded) directly on the IFA website or is the development of a new website also required to host the dashboard? What security measures are in place for the current IFA website?**
 - a. The dashboard needs to be a stand-alone site, hosted on IFA-approved servers or within IFA's Azure platform.

12. Which are the key performance indicators of IFA mentioned in Part 7 of Section 2.2?

- a. IFA's key performance indicators include:
 - i. Housing demand over the next 25 to 30 years by income level and occupancy type (owner vs renter units).
 - o Explanation of housing demand based on economic trends and environment.
 - o Increase or reduction in growth from the previous three years.
 - ii. Percent of Iowans housing cost burdened by property type, income and race.

13. How is quality of life defined? Which factors are used?

- a. Quality of life factors may include: school proficiency, public transit, commute times, public safety, environmental quality, public health and related factors, such as proximity to services and community amenities such as daycare and recreation.

14. What confidence interval is needed for housing forecasts?

- a. IFA does not have a pre-specified confidence interval. We will rely on the selected vendor to identify an acceptable and statistically valid confidence level, based on their previous experience and data analytics expertise.

15. With which frequency will data be exported from the dashboard?

- a. We anticipate local municipalities and interested members of the public will download data from the site frequently, although we do not have an estimate on the frequency or the expected traffic to the site.

16. Would the dashboard have restricted access? Is there any information that will be included in the dashboard, but not shown to the public?

- a. No. IFA does not require restricted access, all information should be viewable to the public. IFA requires the ability to review all data and information before it's released to the public dashboard.

17. Please provide us with the answers to questions made by other possible Contractors.

- a. All questions and answers will be posted to iowafinance.com/rfp and <https://bidopportunities.iowa.gov/>

18. Are there constraints around software that can/cannot be used?

- a. See Question/Answer #5.

19. Are there any expectations on where the website/app will be hosted (i.e. IFA servers, Contractor servers, 3rd party servers)?

- a. The website is required to be hosted on an IFA-approved server or within IFA's Azure platform.

20. Is there preference on who is the primary point of contact for issues if they arose? And, who is responsible for fielding support questions by public users?

- a. IFA would prefer to appoint a primary point of contact and this staff member will collaborate closely with the Contractor to troubleshoot any issues, including public users who contact IFA with support questions.

- 21. While some data layers might be consumed as REST services, and therefore continuously refreshed from the source, some layers may need to be recalculated/regenerated if newer source data becomes available.**

 - a. **Is there a minimum data refresh expectation? (The data mentions including a “timeline for refreshing the dashboard”)**
 - i. **The Contractor is expected to provide the data refresh timeline, no less than annually and in accordance with the availability of new data sets.**
 - b. **Whose responsibility is it to recognize/be notified of updated source material and trigger a data layer refresh – State or Contractor?**
 - i. **Contractor**

- 22. Re: Section 2.2.8 “A description of how the branding and aesthetics of the site may be customized for IFA”. Does this refer to collaboration between the Contractor and IFA on the aesthetics, or the inclusion of functionality for IFA to update the aesthetics on their own, outside of Contractor involvement?**

 - a. **IFA would like to collaborate with the Contractor to ensure IFA’s brand standards are met through the aesthetics of the platform.**

- 23. Is the dashboard intended to deliver data in a geospatial format or as an analytical report? Are there specific programs or environments that are required to be used for the dashboard’s development, data analytics, user interface, etc.?**

 - a. **The dashboard is intended to provide trends and information on an interactive basis, allowing for geographic information to be shown based on interactive filters.**
 - b. **There are no further specific requirements in regard to environmental, programs or user interface than those stated within the RFP. IFA will require an analytics script to be included within the site, to be provided by IFA.**

- 24. What are the goals of the dashboard; analytics-based modeling to determine future states with visuals as an add-on or visual-based reporting with GIS that would show historical changes to the present and beyond?**

 - a. **The goal of the dashboard is to provide an interactive visual-based reporting platform that shows current, future and historical local and statewide trends and information. The dashboard is intended to complement the statewide and regional reports and the statewide executive summary report in effectively telling the story of Iowa’s housing needs.**

- 25. Regarding the request for financial information in 3.2.8.1. & 3.2.8.2, we are a privately funded business and typically do not disclose our financial information to third parties. Can you verify this is indeed a requirement, and if so, does this information remain confidential?**

 - a. **IFA does require financial information as an element of review to ensure any potential Contractor is in good financial standing. Confidential treatment of financial information may be requested pursuant to section 5.19 of the RFP.**

- 26. Does the author of the Executive Summary need to be an organization solely focused on Housing Needs Assessments, or is an employee from our organization with relevant background in Housing sufficient?**

 - a. **An employee with relevant background in housing, with prior experience in creating statewide housing assessments is sufficient.**