December 19, 2022

To: All Potential Respondents
From: Jonathan Koele, Accountant 2
Subject: 2023 - 002

Addendum Two

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

Q1.   Is the proposed development timeline firm or flexible?
A1.   IDALS is flexible and understanding of the need to be realistic in timelines. Ultimately our goal is to move quickly with the development of this site. It does not need to meet our proposed timeline, but please explain your proposed timeline. This can be developed via a phased approach. Priority should be given to the membership directory and mapping features. This will include the membership application and payment portal integration.

Q2.   Would you be open to changing how the participant fees are structured? Would you consider rolling renewals instead of calendar renewals?
A2.   IDALS plans to update the administrative rules to move to a rolling 12-month renewal.

Q3.   Would you be open to considering external hosting of the website?
A3.   No, IDALS will maintain hosting of the website.

Q4.   Can you provide the OCIO Payment Requirements?
A4.   Please see E-Payment Documentation attachments.

Q5.   Can you provide a list of predeveloped code that can be used?
A5.   Please see Predeveloped Code attachment.

Q6.   Are there some examples of reports you would be able to provide?
A6.   Include the fully implemented ability to track/monitor/report:
    a. Report capabilities:
        i. Dashboard(s) with real-time and historical view options
        ii. View summary tables/charts
        iii. Download to spreadsheet
        iv. Custom on-demand and also scheduled/recurring reporting capabilities
    b. Report types:
        i. Overall website analytics – dashboard with
            1. Traffic and engagement, SEO and keywords, affiliate traffic, page visits, visit duration, bounce rate, heatmaps, content, search terms, etc.
        ii. Participant data
            1. Total and subtotal by type (retailer, producer, processor, wholesaler/distributor, supporter)
            2. New/renewing participants + didn't renew

3. Number of participants by category, such as on-site or online sales, restaurant, farm, farmers market, etc.
4. Number of applications successfully submitted, applications started but abandoned, approved/accepted or denied
5. Participant clickthrough to submit fees (via link to bank)

iii. Products
1. Food products offered by participants or available by category
2. Number of categories
3. Number of participants offering a specified food product
4. Most frequently searched for food products (within a specified timeframe)

iv. Grant details:
1. Applications submitted or in saved status by date submitted for current or past year, or by date range
2. Total funds requested among all applications by category by year
3. Ineligible grant applications
4. Grant applications awarded by year

v. Recipes
1. How many new recipes submitted, approved or declined
2. Recipes per participant
3. Key ingredients included such as pork, milk, apples, chicken, etc.
4. By type: appetizer, entrée, dessert, salad, soup, side, etc.

vi. Events
1. By month
2. By location (heatmap)
3. By participant (as in hosted or submitted by a participant)
4. Download/access printable schedule or list of events within a specified date range

Q7.   What are the security needs of this site?
A7.   There are minimal security concerns due to the lack of sensitive information. Passwords must be stored securely using a one-way encryption method.

Q8.   Will the website be built all at once or in phases or stages, waterfall vs. Iterative?
A8.   IDALS prefers an agile/iterative development method.

Q9.   Will this project be marketing focused or back office? Will a campaign be needed in addition to developing a website, or only website development?
A9.   This RFP is for website development. Focus will be on design and development.

Q10. What is the anticipated number of participants?
A10. The participants could range from a few hundred to several thousand. We hope for many thousand in the future.

Q11. Who will maintain and update security?
A11. IDALS

Q12. Who are the key stakeholders for this project?

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A12.   The RFP committee (Choose Iowa program director, Communications representative, Chief of Staff, Accounting and Purchasing, Information Technology representative) plus Ag Secretary Naig

Q13.   What is the timeframe for maintenance or ongoing tech support?
A13.   It will be variable depending on the proposal. IDALS plans to have a short contract with annual extensions for technical support.

Q14.   Can the deadline for submissions be extended?
A14.   IDALS has decided to extend the deadline for submissions to 1/16/2023 at 1:00 p.m. CT.

Q15.   Do the grant application submissions need to be connected to any third-party systems or CRMs (such as Salesforce)?
A15.   The existing grant application portal connects to an internal database to collect application details. No other third-party systems or CRMs are required, but could be optional.

Q16.   Do you have a preference for a third-party system that will authenticate digital signatures?
A16.   IDALS has no preference. A digital signature has been developed in-house, and may be used for the project by the chosen vendor.

Q17.   Will content entry be part of the scope for the chosen vendor?
A17.   IDALS is able to provide some page content such as text for the static main pages including homepage and about. IDALS will also be able to provide a paper version of the participation application, categories for the foods and recipes, as well as grant application details. There is not an existing list of participants to upload yet.

Q18.   The presentation mentions a feature that includes Coloring Calendar Artwork - can you provide more information about the required functionality for this feature?
A18.   This should be an upload feature that will allow external users to upload and submit drawings and artwork that will be used for a coloring calendar released at the state fair. No account login will be needed. Simple contact information will be collected with the artwork upload submissions, and permission given by submitter to IDALS to utilize the artwork with no compensation or further permissions needed.

Q19.   For the events calendar, are there any third-party integrations required?
A19.   No

Q20.   Please explain the Workflow for approval process of vendor (Allow a producer to submit an application for the program online, renewal and collection of payments).
A20.   Workflows for new participant applications and renewals:
   a.   New participant application:
      i.   Potential participant completes participant application, submits.
         1.   If required fields are blank, application prompts potential participant to complete before submitting.
      ii.   Email notification is sent to potential participant that application was successfully submitted.
      iii.   Email notification is sent to Admin of new application submitted and available for review.

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      iv.   Admin logs into website administrative back end and reviews application:
1. If application needs to be updated or modified, admin can notify potential participant to address the issue and resubmit the application for review.
2. If application is acceptable, admin approves the application and the potential participant is notified via email their application was approved and receives a link to bank website to submit payment for annual fees.
      v.   Applicant clicks on link from notification email to submit payment online for their annual participation fees. This is where the US Bank payment portal will need to be integrated.
1. An email confirmation is sent to the applicant upon successful payment completion with a receipt of payment and confirmation of annual participation activated.
2. Another confirmation email of payment received is sent to the Choose Iowa program director and Accounting representative.
3. The applicant is now an active annual participant and their profile will appear and be active in the participant directory on the Choose Iowa website.
  b.   Existing participant renewal:
      i.   Prior to the end of the 12-month participation, a series of automated email reminders (ideally enable customization of the reminder email text prior to sending out) are sent to current participants that their annual participation will be due for renewal in 6, 4, 2, and 1 weeks. Each email reminder will include a link to the Choose Iowa website for renewing participation and submitting annual fees payment (via integration with the US Bank payment portal).
1. The day before the annual participation period ends (if a participant has not yet renewed), a customizable automated email will be sent to the participant stating their annual participation in the Choose Iowa Program ends the next day, their profile in the Choose Iowa website directory will be inactive and no longer visible and they may no longer utilize the Choose Iowa logo on product packaging or advertising. A link for renewal is included in the email.
2. On the day the participation ends, a final reminder email will be sent to previous year's participants who hadn't renewed with a reminder message their annual participation for the previous year has ended and their profile is inactive and no longer visible on the Choose Iowa website and they may no longer use the Choose Iowa logo. A link for renewal is included in the email.

Please acknowledge receipt of this addendum by signing in the space provided below, and <u>return this letter with your offer (do not send back separately).</u>

I hereby acknowledge receipt of this addendum.

_____   _____

Signature   Date

_____

Typed or Printed Name

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