

December 29, 2022

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

Addendum Four

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

- Q1. Is it acceptable for the selected vendor to provide a custom-built CMS that does not run-on Drupal or DNN?
A1. A custom-built CMS may be considered depending on proposed business or functionality justification.
- Q2. Can you confirm a vendor selection will be made within 120 days of proposal submission?
A2. Please see page one of the bid specifications for the anticipated timeline of the RFP posting. Exact timeline of the award date is dependent on how many submissions we receive, and the amount of review required for each submission. We anticipate moving as quickly as possible during the review stage.
- Q3. Could you share a budget or range of acceptable costs for this project? (e.g under \$50,000, \$50,000-\$100,000, \$100,000-\$250,000, \$250,000+)?
A3. The department does not wish to release an anticipated budget for this RFP.
- Q4. Do you have a style guide or a brand guide?
A4. A style guide or brand guide will be provided to the awardee.
- Q5. Would you like detailed research in terms of your audience in the form of an audience needs assessment?
A5. No
- Q6. During the preproposal conference, it was mentioned that the development timeframe was flexible. Can you share hard deadlines that must be met? Are there soft deadlines that you would like to meet? Do you have a desired launch date? Is there a specific event driving the launch date?
A6. Launch no later than June 2023 due to expiring grant funding plus potential feature at the Iowa State Fair in Aug. Ideal soft launch or Phase I rollout as early as March/April 2023 with priority given to the membership directory and mapping features. This will include the membership application and payment portal integration. Events calendar and recipe functionality could be added in later phases.
- Q7. Do you expect copywriting or editing services as part of engagement?
A7. No
- Q8. Can we use WordPress which is being used by your sample preferred site (Idaho Preferred) instead of Drupal or DNN CMS? From our experience we know that WordPress has more capabilities, especially in the user and admin management, plugin management which is essential to our project.
A8. No, Wordpress is not an allowed CMS

- Q9. Can you provide us the list data department is planning to collect for the registration of the participants this will help us in the Grant Management Module?
- A9. A copy of the Choose Iowa program participant application will be provided to the awardee. The grant application is separate, and requests different information than the program participant application. The grant application collects applicant name, organization email address, phone number, organization name, address, city, state, zip, grant amount requested, number of employees, Describe your project in detail (up to 500 words), Describe how this project will increase the sales of Iowa agricultural products (up to 500 words), Describe your business, its history, and how it interacts with Iowa farmers and agriculture (up to 500 words), Describe the budget for the project and how you plan to finance the private match requirement (up to 500 words), Describe in detail a timeline for which you plan to complete the project (up to 500 words), Describe the outcomes that will be measured to evaluate the success of the project (up to 500 words), affirmation checkbox to grant requirements, signature line, submit.
- Q10. Does the department currently use Google location API?
- A10. IDALS has a google account that will be used if Google maps/location API is used.
- Q11. If the business is based in Iowa and we have our offshore unit as subcontractor, does that effect the award decision?
- A11. Please see section 6.6 for location-based preferences.
- Q12. Which section in the proposal provides the option to list the subcontractor information?
- A12. This will be evaluated in section 5.2.1.
- Q13. Do you have any data privacy requirements or controls that will need to be implemented or protect data on the website?
- A13. There is no sensitive data that will be stored. Basic security considerations should be implemented.
- Q14. Can you provide a sandbox account during the development phase for the payment gateway integration (State of Iowa's US Bank Payment Portal).
- A14. Yes.
- Q15. What are your data retention requirements? For how long will we need to maintain records for data such as payments and signatures?
- A15. Payments are handled entirely by the US Bank integration. Record of the success or failure of the payment as well as the signature should be maintained indefinitely. Data Retention policies for this program may be implemented in the future.
- Q16. Do you need the application to be authenticated against existing login systems such as Active Directory, LDAP or SAML?
- A16. Internal users may authenticate against Okta or an existing SMTP authentication system. A stand-alone user authentication system could also be used. There are only a handful of internal users. External users will be authenticated with a stand-alone authentication system. Details on some existing code that may be leveraged is included in another document "Predeveloped Code".
- Q17. Do you need maintenance and support for the application after it is taken into production?
- A17. Yes.

- Q18. Do you have a software preference for implementation of the mapping function that you would like to use with the directory or is the vendor free to propose it?
- A18. The vendor is free to propose it. Some work has already been done on a Google Maps API integration.
- Q19. How many staff inside your agency will need to be trained?
- A19. 2-5.
- Q20. Is Web Accessibility Compliance (ADA/WCAG) part of the scope of development?
- A20. Yes.
- Q21. What functionality requires electronic signatures and authentication? If that is required, would an industry-standard platform like DocuSign be allowed as a solution?
- A21. The application for the participation is to be electronically signed by the applicant. The vendor may propose a solution for this or use an existing codebase already developed by IDALS IT written in PHP and jQuery. The grant application is also electronically signed by the grant applicant. Grant applicants may not already be program participants, although some could. Prior/current program participation is not a requirement to apply for a grant.
- Q22. In the RFP you indicate that the Agency would be taking over full control of the code and website after the project is completed; how do you envision working through troubleshooting, updates, or security releases? Would the contractor be responsible for any of these after the project is completed or would that be handled in house?
- A22. Long term, the project will be transferred to IDALS IT, who will handle any security updates required. There will also be some time where the vendor will support the application in the short term after the website goes live.
- Q23. 5.2.11 asks about how technical support would be structured; if the Agency is taking over full control, what types of needs would the Agency have for technical support?
- A23. There will be a short-term support contract for initial issues with the site. The long-term plan is to transition the project to IDALS IT for support and maintenance.
- Q24. Will Farm to School providers be included in the new site?
- If so, will there be a need to import that information to the new site?
 - Will those providers be expected to manage their own records?
- A24. The Farm to School Program is separate from the Choose Iowa Program, will not be imported to the new site, and won't be listed or featured as a separate category in the new site. If any Farm to School vendors wish to participate in the Choose Iowa program, they will need to submit an application and manage their profile the same as any other Choose Iowa participant.
- Q25. Can a producer be both a Farm to School and Farm to Consumer type of producer?
- A25. Participants may elect multiple categories, such as a producer may also be a wholesaler or a retailer too. Also, Farm to School is a separate program from the Choose Iowa program and won't be featured on the new Choose Iowa website as prominently as it has been.
- Q26. Concerning the process of applying to be a producer on the site, what will be the requirements on the new website to aid in the process? What is the process for applying to be a producer on the site? Will there be a form on the site that a potential producer fills in to apply?

- A26. Please see the answer to Q20 in Addendum #2 for the workflow for new participant applications and renewals. Yes, there will be an online application form for potential participants to complete and submit. A user account will be created at the time of submission so applicants can log in and update their application or if approved, will be able to click a link to submit payment for their annual participation fees. A paper version of the participant application form will be provided to the vendor.
- Q27. Will there be a need to import produce type information into the new site?
- A27. Vendor may create a method for the admin users to populate, maintain and edit the list of produce or products. An initial list can be provided but will not be final.
- Q28. Will a producer/editor in the site be able to "own" more than one producer record?
- A28. We're open to discussing a strategy with the vendor to how accounts relate to applications.
- Q29. Does a user need to establish an account before they are approved? This seems to open the door to web trolls to create accounts. 4.1.2.4.
- A29. The account creation process is part of the application submission process. The user first will fill out the program application form that includes a valid email address as a required field. After the form is signed and submitted, it should send the user an email asking them to complete the account creation process (choose a password by clicking a link in the email). This would finalize the application process, and only after the application is signed, submitted, and a password created would it be considered complete and ready to be reviewed by the program administrator.
- Q30. Other than the US bank integration, are there any third-party services you anticipate will need to be integrated into the website?
- A30. Office 365 Exchange for email and google maps or other mapping software selected by the vendor. Optionally Okta for SSO authentication for internal users.
- Q31. Please describe your technical/IT staff. How many members do you have, and what is their experience level, particularly with Drupal and/or PHP.
- A31. IDALS IT is a team of 4. IDALS IT has development experience in PHP and Drupal, and is prepared to handle support long-term.
- Q32. Will you accept multiple responses from one vendor?
- A32. Yes, if there are multiple responses from one vendor they need to be clearly identified and will be handled separately.
- Q33. Is there a main executive sponsor for this project? Are they from IT, Communications, or another department?
- A33. See also Addendum #2, Q/A12: The RFP committee consists of the Choose Iowa program director, Communications representative, Chief of Staff, Accounting and Purchasing, Information Technology representative plus Ag Secretary Naig.
- Q34. Can you describe the evaluation team that will be making the award? (i.e. Number of people, their general background and role as it relates to the project)
- A34. See also Addendum #2, Q/A12 and this Addendum #4 Q/A33: The RFP committee consists of the Choose Iowa program director, Communications representative, Chief of Staff, Accounting and Purchasing, Information Technology representative plus Ag Secretary Naig.

- Q35. Would you consider accepting secure responses electronically, given ongoing shipping/ carrier delays, disruptions, and environmental considerations?
- A35. No, current procurement rules do not allow for electronic submission of formal proposals. It is our hope eventually to have this ability.
- Q36. What is driving your team to seek an agency partner to provide these services at this time?
- A36. Outsourcing design and development of the website may enable launch sooner than if created in-house due to time and availability constraints among staff with expertise to create this website.
- Q37. What features are on your dream list that may or may not have made it into this RFP?
- A37. Invite a friend to apply for either program participation or grant funding request; Allow website visitors to create an itinerary to visit participant locations and either open the itinerary in a mobile mapping app or email the itinerary to themselves or share with someone else; Promote pre-created/saved itineraries to visit participant locations such as an Iowa Cheese Trail or Iowa Wine Trail or Visit Fall Pumpkin Patches, See Apple Orchards or Explore Amazing Corn Mazes; Perhaps much later we may explore adding a merchandise store but that would be in a separate RFP.
- Q38. How would you define success for this project?
- A38. Frequent, open communication between the vendor and Department with frequent updates on progress and timeline status leading to a fully developed website with participant application and searchable mappable directory, recipes and events calendar sections, fully launched no later than June 2023. We also are looking for a smooth successful transition of the site to IDALS IT following the implementation.
- Q39. How will this site/portal help improve your team's efficiency?
- A39. This is a new website for a new program. Online application submission for program participation with secure online fee payment and online grant funding request applications will be more efficient than processing paper applications.
- Q40. Does this project have anything to do with the Practical Farmers of Iowa website? Will this change in the future?
- A40. No. Practical Farmers of Iowa is a separate non-governmental organization.
- Q41. 4.1.2.1.1 Would it be acceptable to provide user credentials through/connected to email? We feel this can provide better security in the long run.
- A41. Providing login credentials via email is not considered secure by IDALS IT. A time-limited "forgot password" feature should allow the end-user to reset or select an initial password.
- Q42. 4.1.2.4 Saving an applicant's progress should not be a problem. Will there be some fields that are required and some that are not required, or will all fields be required before final submission?
- A42. Some fields may be required for saving the application and the majority will be required for submission.
- Q43. 4.1.3 What is your approval workflow? Do multiple people need to review an application? Are there multiple phases between submitted and approval? Is there a workflow for denial/correction?
- A43. Answered in Addendum #2, Q/A20. There can be multiple admin accounts so more than one person may be able to review and approve or deny or request corrections to applications.
- Q44. 4.1.3.1.1 What kind of notifications would you like? Email? In-app notifications? SMS or something else?

- A44. Email.
- Q45. In relation to 4.1.10, can you please elaborate and describe what "secured" means?
- A45. The information contained in the application should only be editable by the account holder or admin users.
- Q46. We love Drupal because of its security, performance, and scalability. Drupal 10, released on 12/14/22, would allow your project to leverage Drupal's updated core and contributed modules, marketing features, and extensive integrations. Does your team have a preferred CMS?
- A46. See <https://ocio.iowa.gov/web-content-management-system-standard> for allowed CMS
- Q47. We can offer expert training for your team to learn how to harness the power of Drupal. Understanding your team's experience with Drupal can help us plan for the appropriate level of training. Can you explain your content editors' experience with Drupal?
- A47. IDALS IT, Communications staff, and Choose Iowa Program Director have experience with Drupal.
- Q48. How does your authentication service work? Does it require a `user` table? Has this been integrated with Drupal before? Is there a more standard SSO alternative like SAML?
- A48. Current authentication system described in the "Predeveloped Code" document is not related to nor integrated with Drupal.
- Q49. What hourly rate have you paid in the past/recently for 3rd party IT (i.e., development, support, maintenance, bug fixes, etc.) services?
- A49. Rates are determined on a per contract basis. Each contract has specific rates dependent upon the work that is done for that contract.

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

I hereby acknowledge receipt of this addendum.

Signature

Date

Typed or Printed Name